

RAB / GfK MRI AUTO PROFILE: BUICK

		Adults 18+	Own/Lease Buick Enclave	Own/Lease Buick LaCrosse	Own/Lease Buick Regal	Own/Lease Any Buick	Most recent vehicle bought/leased is Buick	Decision maker for any Buick bought/leased new	Would buy/lease new Buick if making decision today
Adults 18+	Unwgttd	48273	130	182	123	1543	1541	426	502
	Weighted (000)	240780	652	822	574	8471	8465	1942	2625
	Horz %	100.00	0.27	0.34	0.24	3.52	3.52	0.81	1.09
	Vert %	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00
	Index	100	100	100	100	100	100	100	100
Male	Unwgttd	24392	60	85	69	754	754	221	175
	Weighted (000)	116178	254	357	312	3901	3901	916	815
	Horz %	100.00	0.22	0.31	0.27	3.36	3.36	0.79	0.70
	Vert %	48.25	38.87	43.47	54.35	46.06	46.09	47.19	31.06
	Index	100	81	90	113	95	96	98	64
Female	Unwgttd	23881	70	97	54	789	787	205	327
	Weighted (000)	124602	399	465	262	4569	4564	1025	1810
	Horz %	100.00	0.32	0.37	0.21	3.67	3.66	0.82	1.45
	Vert %	51.75	61.13	56.53	45.65	53.94	53.91	52.81	68.94
	Index	100	118	109	88	104	104	102	133
Age 18-24	Unwgttd	3822	1	5	9	79	79	8	16
	Weighted (000)	30214	13	46	65	731	731	68	142
	Horz %	100.00	0.04	0.15	0.22	2.42	2.42	0.22	0.47
	Vert %	12.55	2.00	5.60	11.40	8.63	8.63	3.48	5.39
	Index	100	16	45	91	69	69	28	43
Age 25-34	Unwgttd	8153	12	7	12	182	182	26	39
	Weighted (000)	42657	59	66	83	1187	1187	200	229
	Horz %	100.00	0.14	0.15	0.20	2.78	2.78	0.47	0.54
	Vert %	17.72	9.08	7.99	14.53	14.02	14.03	10.29	8.73
	Index	100	51	45	82	79	79	58	49
Age 35-44	Unwgttd	8482	31	10	24	155	154	29	32
	Weighted (000)	40077	124	71	85	889	887	178	127
	Horz %	100.00	0.31	0.18	0.21	2.22	2.21	0.44	0.32
	Vert %	16.64	19.01	8.68	14.78	10.49	10.48	9.17	4.83
	Index	100	114	52	89	63	63	55	29
Age 45-54	Unwgttd	8893	25	20	18	218	218	47	53
	Weighted (000)	43246	98	70	74	1219	1219	222	216
	Horz %	100.00	0.23	0.16	0.17	2.82	2.82	0.51	0.50
	Vert %	17.96	14.96	8.57	12.95	14.39	14.40	11.42	8.23
	Index	100	83	48	72	80	80	64	46
Age 55-64	Unwgttd	8384	35	31	32	288	287	88	101
	Weighted (000)	39759	224	127	144	1503	1499	329	527
	Horz %	100.00	0.56	0.32	0.36	3.78	3.77	0.83	1.33
	Vert %	16.51	34.32	15.49	25.15	17.74	17.71	16.97	20.08
	Index	100	208	94	152	107	107	103	122
Age 65+	Unwgttd	10539	26	109	28	621	621	228	261
	Weighted (000)	44827	135	441	122	2942	2942	945	1385
	Horz %	100.00	0.30	0.98	0.27	6.56	6.56	2.11	3.09
	Vert %	18.62	20.63	53.67	21.19	34.74	34.76	48.68	52.74
	Index	100	111	288	114	187	187	261	283
Age 21+	Unwgttd	46843	129	178	117	1508	1506	424	496
	Weighted (000)	228583	639	781	520	8103	8097	1918	2572
	Horz %	100.00	0.28	0.34	0.23	3.54	3.54	0.84	1.13
	Vert %	94.93	98.00	95.00	90.47	95.66	95.65	98.77	97.98
	Index	100	103	100	95	101	101	104	103

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			*	*	*			*	
Age 18-34	Unwgttd	11975	13	12	21	261	261	34	55
	Weighted (000)	72871	72	112	149	1918	1918	267	371
	Horz %	100.00	0.10	0.15	0.20	2.63	2.63	0.37	0.51
	Vert %	30.26	11.08	13.59	25.94	22.64	22.66	13.77	14.12
	Index	100	37	45	86	75	75	45	47
				*					
Age 18-49	Unwgttd	24725	57	34	52	511	510	78	112
	Weighted (000)	133805	243	233	269	3282	3280	487	592
	Horz %	100.00	0.18	0.17	0.20	2.45	2.45	0.36	0.44
	Vert %	55.57	37.27	28.34	46.89	38.74	38.75	25.10	22.55
	Index	100	67	51	84	70	70	45	41
				*					
Age 25-54	Unwgttd	25528	68	37	54	555	554	102	124
	Weighted (000)	125979	281	207	243	3295	3293	600	572
	Horz %	100.00	0.22	0.16	0.19	2.62	2.61	0.48	0.45
	Vert %	52.32	43.05	25.24	42.26	38.90	38.90	30.88	21.79
	Index	100	82	48	81	74	74	59	42
				*					
Age 35-64	Unwgttd	25759	91	61	74	661	659	164	186
	Weighted (000)	123081	445	269	304	3610	3604	729	870
	Horz %	100.00	0.36	0.22	0.25	2.93	2.93	0.59	0.71
	Vert %	51.12	68.29	32.74	52.87	42.62	42.58	37.56	33.14
	Index	100	134	64	103	83	83	73	65
				*					
Age 50+	Unwgttd	23548	73	148	71	1032	1031	348	390
	Weighted (000)	106974	409	589	305	5189	5185	1454	2033
	Horz %	100.00	0.38	0.55	0.29	4.85	4.85	1.36	1.90
	Vert %	44.43	62.73	71.66	53.11	61.26	61.25	74.90	77.45
	Index	100	141	161	120	138	138	169	174
				*					
Median Age	Unwgttd								
	Weighted (000)	46.80	57.20	66.00	52.30	56.60	56.60	64.30	66.00
	Horz %								
	Vert %								
	Index	100	122	141	112	121	121	137	141
				*					
Race: White Only	Unwgttd	34938	113	159	95	1312	1310	383	419
	Weighted (000)	177950	618	710	446	7314	7308	1737	2206
	Horz %	100.00	0.35	0.40	0.25	4.11	4.11	0.98	1.24
	Vert %	73.91	94.69	86.37	77.75	86.34	86.33	89.47	84.02
	Index	100	128	117	105	117	117	121	114
			*	*	*	*	*	*	*
Race: Black/African-American Only	Unwgttd	5766	7	12	18	137	137	31	56
	Weighted (000)	29089	14	73	88	758	758	141	295
	Horz %	100.00	0.05	0.25	0.30	2.61	2.61	0.49	1.01
	Vert %	12.08	2.19	8.90	15.32	8.95	8.96	7.29	11.22
	Index	100	18	74	127	74	74	60	93
			*	*	*	*	*	*	*
Race: Asian	Unwgttd	2336	1	5	1	19	19	3	4
	Weighted (000)	8427	2	13	6	95	95	21	20
	Horz %	100.00	0.02	0.15	0.07	1.12	1.12	0.24	0.24
	Vert %	3.50	0.29	1.57	1.07	1.12	1.12	1.06	0.77
	Index	100	8	45	31	32	32	30	22
			*	*	*	*	*	*	*
Race: Other Race/Multi-Racial	Unwgttd	7569	10	11	10	94	94	12	27
	Weighted (000)	33741	20	39	40	399	399	63	125
	Horz %	100.00	0.06	0.12	0.12	1.18	1.18	0.19	0.37
	Vert %	14.01	3.11	4.73	6.94	4.71	4.71	3.24	4.76
	Index	100	22	34	49	34	34	23	34

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			*	*	*	*	*	*	*
Hispanic, Latino, Spanish Origin or Descent	Unwgttd	6274	8	9	8	90	90	12	26
	Weighted (000)	36640	22	27	63	520	520	53	144
	Horz %	100.00	0.06	0.07	0.17	1.42	1.42	0.14	0.39
	Vert %	15.22	3.35	3.30	10.93	6.14	6.14	2.72	5.50
	Index	100	22	22	72	40	40	18	36
			*	*	*	*	*	*	*
Hispanic, Personally Speak Only English at Home	Unwgttd	1651	4	3	4	28	28	4	8
	Weighted (000)	5719	10	9	18	105	105	8	22
	Horz %	100.00	0.17	0.15	0.31	1.83	1.83	0.14	0.38
	Vert %	2.38	1.52	1.05	3.09	1.24	1.24	0.41	0.82
	Index	100	64	44	130	52	52	17	35
			*	*	*	*	*	*	*
Hispanic, Personally Speak Mostly English, But Some Spanish at Home	Unwgttd	1862	2	3	2	25	25	2	7
	Weighted (000)	9417	6	4	13	112	112	11	51
	Horz %	100.00	0.06	0.04	0.14	1.19	1.19	0.12	0.54
	Vert %	3.91	0.89	0.47	2.24	1.32	1.32	0.57	1.93
	Index	100	23	12	57	34	34	15	49
			*	*	*	*	*	*	*
Hispanic, Personally Speak Only Spanish at Home	Unwgttd	1118	0	0	0	10	10	1	6
	Weighted (000)	10393	0	0	0	111	111	8	31
	Horz %	100.00	0.00	0.00	0.00	1.07	1.07	0.08	0.30
	Vert %	4.32	0.00	0.00	0.00	1.31	1.31	0.44	1.19
	Index	100	0	0	0	30	30	10	28
			*	*	*	*	*	*	*
Hispanic, Personally Speak Mostly Spanish, But Some English at Home	Unwgttd	1522	2	3	1	24	24	5	4
	Weighted (000)	8987	6	15	16	158	158	25	30
	Horz %	100.00	0.07	0.16	0.17	1.76	1.76	0.28	0.34
	Vert %	3.73	0.94	1.78	2.73	1.87	1.87	1.30	1.15
	Index	100	25	48	73	50	50	35	31
			*	*	*	*	*	*	*
Hispanic, Personally Speak Spanish and English Equally at Home	Unwgttd	95	0	0	1	2	2	0	1
	Weighted (000)	1661	0	0	16	20	20	0	11
	Horz %	100.00	0.00	0.00	0.99	1.17	1.17	0.00	0.65
	Vert %	0.69	0.00	0.00	2.87	0.23	0.23	0.00	0.41
	Index	100	0	0	416	33	33	0	60
			*	*	*	*	*	*	*
Highest Level Education Completed/Highest Degree Received: Master's, Professional School or Doctorate Degree	Unwgttd	6767	26	30	17	178	178	70	57
	Weighted (000)	25246	117	111	60	776	776	213	264
	Horz %	100.00	0.46	0.44	0.24	3.07	3.07	0.84	1.04
	Vert %	10.49	17.93	13.48	10.42	9.16	9.16	10.95	10.04
	Index	100	171	129	99	87	87	104	96
			*	*	*	*	*	*	*
Highest Level Education Completed/Highest Degree Received: Bachelor's Degree	Unwgttd	11007	35	29	25	317	317	92	97
	Weighted (000)	45336	156	130	78	1405	1405	404	470
	Horz %	100.00	0.34	0.29	0.17	3.10	3.10	0.89	1.04
	Vert %	18.83	23.87	15.77	13.56	16.59	16.60	20.79	17.92
	Index	100	127	84	72	88	88	110	95
			*	*	*	*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Academic	Unwgttd	2525	6	9	11	76	74	17	23
	Weighted (000)	10486	12	39	41	318	312	64	86
	Horz %	100.00	0.11	0.37	0.39	3.03	2.98	0.61	0.82
	Vert %	4.36	1.80	4.75	7.17	3.76	3.69	3.31	3.26
	Index	100	41	109	165	86	85	76	75
			*	*	*	*	*	*	*
Highest Level Education Completed/Highest Degree Received: Associate Degree, Occupational/Vocational	Unwgttd	3281	18	17	9	137	137	40	56
	Weighted (000)	13387	44	37	50	577	577	160	203
	Horz %	100.00	0.33	0.28	0.38	4.31	4.31	1.19	1.51
	Vert %	5.56	6.75	4.50	8.78	6.82	6.82	8.22	7.72
	Index	100	121	81	158	123	123	148	139
			*	*	*	*	*	*	*
Highest Level Education Completed/Highest Degree Received: Some College, but No Degree	Unwgttd	10114	26	32	29	332	332	81	101
	Weighted (000)	45271	123	98	155	1709	1709	321	381
	Horz %	100.00	0.27	0.22	0.34	3.78	3.78	0.71	0.84
	Vert %	18.80	18.80	11.91	26.97	20.18	20.19	16.53	14.50
	Index	100	100	63	143	107	107	88	77

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			*	*	*				
Respondent - Highest Level Education Completed/Highest Degree Received: High school graduate (High School Diploma or Equivalent, such as GED)	Unwgttd	10354	17	47	27	376	376	98	129
	Weighted (000)	71224	191	314	156	2753	2753	621	950
	Horz %	100.00	0.27	0.44	0.22	3.87	3.87	0.87	1.33
	Vert %	29.58	29.25	38.14	27.13	32.50	32.53	31.99	36.19
	Index	100	99	129	92	110	110	108	122
			*	*	*			*	*
Respondent - Highest Level Education Completed/Highest Degree Received: 11th Grade or Less or 12th Grade, No Diploma	Unwgttd	4225	2	18	5	127	127	28	39
	Weighted (000)	29828	10	94	34	932	932	160	272
	Horz %	100.00	0.04	0.32	0.11	3.13	3.13	0.53	0.91
	Vert %	12.39	1.60	11.45	5.97	11.01	11.01	8.22	10.37
	Index	100	13	92	48	89	89	66	84
			*	*	*			*	*
Currently Attending College or University	Unwgttd	3453	5	7	7	77	77	8	15
	Weighted (000)	19367	19	33	39	519	519	47	78
	Horz %	100.00	0.10	0.17	0.20	2.68	2.68	0.24	0.40
	Vert %	8.04	2.96	4.00	6.77	6.13	6.13	2.43	2.96
	Index	100	37	50	84	76	76	30	37
			*	*	*			*	*
Employed Full Time	Unwgttd	24928	69	54	59	570	569	139	148
	Weighted (000)	116486	335	251	251	3171	3169	665	708
	Horz %	100.00	0.29	0.22	0.22	2.72	2.72	0.57	0.61
	Vert %	48.38	51.36	30.59	43.78	37.44	37.44	34.27	26.95
	Index	100	106	63	90	77	77	71	56
			*	*	*			*	*
Employed Part Time	Unwgttd	5673	15	13	19	183	183	40	59
	Weighted (000)	29663	91	71	78	992	992	160	315
	Horz %	100.00	0.31	0.24	0.26	3.34	3.34	0.54	1.06
	Vert %	12.32	13.90	8.62	13.66	11.71	11.72	8.22	12.00
	Index	100	113	70	111	95	95	67	97
			*	*	*			*	*
Not Employed	Unwgttd	17672	46	115	45	790	789	247	295
	Weighted (000)	94631	227	500	244	4308	4304	1117	1603
	Horz %	100.00	0.24	0.53	0.26	4.55	4.55	1.18	1.69
	Vert %	39.30	34.74	60.79	42.56	50.85	50.85	57.51	61.04
	Index	100	88	155	108	129	129	146	155
			*	*	*			*	*
Temporarily Unemployed	Unwgttd	1992	2	4	7	54	53	8	10
	Weighted (000)	13071	9	12	32	393	389	60	46
	Horz %	100.00	0.07	0.09	0.25	3.01	2.98	0.46	0.35
	Vert %	5.43	1.37	1.45	5.61	4.64	4.60	3.07	1.75
	Index	100	25	27	103	85	85	57	32
			*	*	*			*	*
Retired from Employment	Unwgttd	10157	29	101	30	602	602	218	244
	Weighted (000)	45370	147	416	148	2863	2863	894	1263
	Horz %	100.00	0.32	0.92	0.33	6.31	6.31	1.97	2.78
	Vert %	18.84	22.58	50.60	25.84	33.80	33.82	46.05	48.10
	Index	100	120	269	137	179	180	244	255
			*	*	*			*	*
Not Employed, Principal Shopper for Household	Unwgttd	2514	9	4	2	54	54	11	24
	Weighted (000)	16486	51	30	5	450	450	87	164
	Horz %	100.00	0.31	0.18	0.03	2.73	2.73	0.53	0.99
	Vert %	6.85	7.81	3.67	0.80	5.31	5.31	4.47	6.25
	Index	100	114	54	12	78	78	65	91
			*	*	*			*	*
Occupation: Professional and Related Occupations	Unwgttd	7447	16	20	16	162	162	40	50
	Weighted (000)	33261	90	56	57	884	884	214	247
	Horz %	100.00	0.27	0.17	0.17	2.66	2.66	0.64	0.74
	Vert %	13.81	13.74	6.79	9.88	10.44	10.45	11.03	9.41
	Index	100	99	49	71	76	76	80	68
			*	*	*			*	*
Occupation: Management, Business and Financial Operations	Unwgttd	6565	29	19	12	147	147	42	45
	Weighted (000)	24062	109	103	42	658	658	181	191
	Horz %	100.00	0.45	0.43	0.17	2.73	2.73	0.75	0.79
	Vert %	9.99	16.67	12.53	7.24	7.77	7.77	9.32	7.28
	Index	100	167	125	72	78	78	93	73

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			*	*	*			*	*
Occupation: Sales and Office Occupations	Unwgttd	5945	14	8	19	153	153	39	46
	Weighted (000)	32600	109	40	69	893	893	180	252
	Horz %	100.00	0.33	0.12	0.21	2.74	2.74	0.55	0.77
	Vert %	13.54	16.71	4.86	12.02	10.54	10.55	9.28	9.60
	Index	100	123	36	89	78	78	69	71
			*	*	*			*	*
Occupation: Natural Resources, Construction and Maintenance Occupations	Unwgttd	2586	7	6	6	60	60	18	15
	Weighted (000)	13486	25	11	24	324	324	38	41
	Horz %	100.00	0.19	0.08	0.18	2.40	2.40	0.28	0.30
	Vert %	5.60	3.84	1.38	4.11	3.83	3.83	1.94	1.56
	Index	100	69	25	73	68	68	35	28
			*	*	*			*	*
Occupation: Other Employed	Unwgttd	8058	18	14	25	231	230	40	51
	Weighted (000)	42740	93	112	139	1403	1401	212	292
	Horz %	100.00	0.22	0.26	0.32	3.28	3.28	0.50	0.68
	Vert %	17.75	14.29	13.65	24.19	16.57	16.55	10.92	11.10
	Index	100	81	77	136	93	93	62	63
			*	*	*	*	*	*	*
Household Income: \$250,000+	Unwgttd	1862	3	6	5	32	32	12	14
	Weighted (000)	7072	14	22	23	159	159	52	62
	Horz %	100.00	0.20	0.31	0.33	2.25	2.25	0.74	0.88
	Vert %	2.94	2.18	2.69	4.00	1.88	1.88	2.68	2.38
	Index	100	74	92	136	64	64	91	81
			*	*	*	*	*	*	*
Household Income: \$200,000-\$249,999	Unwgttd	1511	5	4	3	26	26	6	6
	Weighted (000)	6244	26	8	12	112	112	23	47
	Horz %	100.00	0.41	0.13	0.20	1.79	1.79	0.36	0.75
	Vert %	2.59	3.95	0.96	2.12	1.32	1.32	1.16	1.79
	Index	100	152	37	82	51	51	45	69
			*	*	*			*	*
Household Income: \$150,000-\$199,999	Unwgttd	3595	18	15	13	87	87	23	24
	Weighted (000)	16937	78	39	44	416	416	122	122
	Horz %	100.00	0.46	0.23	0.26	2.46	2.46	0.72	0.72
	Vert %	7.03	11.97	4.77	7.65	4.91	4.91	6.27	4.63
	Index	100	170	68	109	70	70	89	66
			*	*	*			*	*
Household Income: \$100,000-\$149,999	Unwgttd	7160	32	22	12	189	189	72	60
	Weighted (000)	37688	169	115	45	1195	1195	382	389
	Horz %	100.00	0.45	0.31	0.12	3.17	3.17	1.01	1.03
	Vert %	15.65	25.96	14.02	7.92	14.11	14.12	19.69	14.80
	Index	100	166	90	51	90	90	126	95
			*	*	*			*	*
Household Income: \$75,000-\$99,999	Unwgttd	6228	23	23	25	195	195	67	57
	Weighted (000)	32225	118	106	104	1095	1095	294	310
	Horz %	100.00	0.37	0.33	0.32	3.40	3.40	0.91	0.96
	Vert %	13.38	18.08	12.93	18.14	12.92	12.93	15.15	11.81
	Index	100	135	97	136	97	97	113	88
			*	*	*			*	*
Household Income: \$60,000-\$74,999	Unwgttd	4977	15	23	9	184	184	42	44
	Weighted (000)	25163	98	93	40	978	978	174	218
	Horz %	100.00	0.39	0.37	0.16	3.89	3.89	0.69	0.87
	Vert %	10.45	15.01	11.28	7.01	11.55	11.56	8.98	8.32
	Index	100	144	108	67	111	111	86	80
			*	*	*			*	*
Household Income: \$50,000-\$59,999	Unwgttd	3803	12	10	12	130	130	42	47
	Weighted (000)	18770	53	37	69	714	714	159	246
	Horz %	100.00	0.28	0.20	0.37	3.81	3.81	0.85	1.31
	Vert %	7.80	8.11	4.47	11.99	8.43	8.44	8.20	9.37
	Index	100	104	57	154	108	108	105	120
			*	*	*			*	*
Household Income: \$40,000-\$49,999	Unwgttd	4778	10	22	9	177	177	50	67
	Weighted (000)	20586	62	81	54	862	862	204	290
	Horz %	100.00	0.30	0.39	0.26	4.19	4.19	0.99	1.41
	Vert %	8.55	9.55	9.80	9.46	10.17	10.18	10.48	11.05
	Index	100	112	115	111	119	119	123	129

RAB / GfK MRI AUTO PROFILE: BUICK

		Adults 18+	Own/Lease Buick Enclave	Own/Lease Buick LaCrosse	Own/Lease Buick Regal	Own/Lease Any Buick	Most recent vehicle bought/leased is Buick	Decision maker for any Buick bought/leased new	Would buy/lease new Buick if making decision today
			*	*	*			*	
Household Income: \$30,000- \$39,999	Unwgttd	4643	7	19	11	178	177	47	57
	Weighted (000)	22039	12	128	38	907	905	171	211
	Horz %	100.00	0.05	0.58	0.17	4.12	4.11	0.78	0.96
	Vert %	9.15	1.83	15.54	6.69	10.71	10.69	8.80	8.02
	Index	100	20	170	73	117	117	96	88
			*	*	*			*	
Household Income: \$20,000- \$29,999	Unwgttd	4346	4	24	11	160	160	39	67
	Weighted (000)	21849	20	99	51	886	886	195	343
	Horz %	100.00	0.09	0.46	0.23	4.06	4.06	0.89	1.57
	Vert %	9.07	3.06	12.10	8.83	10.46	10.47	10.06	13.05
	Index	100	34	133	97	115	115	111	144
			*	*	*			*	
Household Income: Under \$20,000	Unwgttd	5370	1	14	13	185	184	26	59
	Weighted (000)	32207	2	94	93	1147	1143	165	388
	Horz %	100.00	0.01	0.29	0.29	3.56	3.55	0.51	1.20
	Vert %	13.38	0.29	11.43	16.19	13.54	13.50	8.52	14.78
	Index	100	2	85	121	101	101	64	110
Median Household Income	Unwgttd								
	Weighted (000)	62.90	91.80	52.50	57.40	56.10	56.10	66.60	53.30
	Horz %								
	Vert %								
	Index	100	146	83	91	89	89	106	85
			*	*	*			*	
Marital Status: Single, Never Married	Unwgttd	11890	9	19	26	282	282	49	62
	Weighted (000)	67363	37	118	135	1902	1902	280	342
	Horz %	100.00	0.06	0.17	0.20	2.82	2.82	0.42	0.51
	Vert %	27.98	5.72	14.33	23.58	22.46	22.47	14.41	13.01
	Index	100	20	51	84	80	80	51	47
Marital Status: Currently Married	Unwgttd	24640	101	110	68	845	844	244	254
	Weighted (000)	127911	531	527	328	4757	4753	1150	1500
	Horz %	100.00	0.42	0.41	0.26	3.72	3.72	0.90	1.17
	Vert %	53.12	81.40	64.10	57.14	56.16	56.15	59.23	57.12
	Index	100	153	121	108	106	106	111	108
			*	*	*			*	
Marital Status: Divorced or Legally Separated	Unwgttd	7948	13	17	25	203	202	53	84
	Weighted (000)	30646	40	69	101	887	885	175	335
	Horz %	100.00	0.13	0.23	0.33	2.89	2.89	0.57	1.09
	Vert %	12.73	6.15	8.39	17.65	10.47	10.45	9.01	12.77
	Index	100	48	66	139	82	82	71	100
			*	*	*			*	
Marital Status: Widowed	Unwgttd	3795	7	36	4	213	213	80	102
	Weighted (000)	14859	44	108	9	925	925	337	449
	Horz %	100.00	0.30	0.73	0.06	6.22	6.22	2.27	3.02
	Vert %	6.17	6.73	13.17	1.63	10.92	10.92	17.35	17.10
	Index	100	109	213	26	177	177	281	277
			*	*	*	*	*	*	*
Marital Status: Engaged to Be Married	Unwgttd	1949	1	1	4	48	48	7	13
	Weighted (000)	10768	2	6	19	350	350	47	78
	Horz %	100.00	0.01	0.05	0.17	3.25	3.25	0.44	0.73
	Vert %	4.47	0.24	0.69	3.28	4.13	4.14	2.43	2.97
	Index	100	5	16	73	92	93	54	67
			*	*	*			*	*
Marital Status: Living with Partner/Fiancé/Boyfriend or Girlfriend (Same or Opposite Sex)	Unwgttd	3390	1	8	10	96	96	11	21
	Weighted (000)	20609	7	48	49	749	749	84	172
	Horz %	100.00	0.03	0.23	0.24	3.64	3.64	0.41	0.83
	Vert %	8.56	1.04	5.82	8.57	8.84	8.85	4.32	6.54
	Index	100	12	68	100	103	103	50	76
				*	*			*	
Any Child(ren) Under Age 18 Living at Home	Unwgttd	18110	53	28	41	355	354	48	98
	Weighted (000)	95244	232	142	185	2122	2120	279	500
	Horz %	100.00	0.24	0.15	0.19	2.23	2.23	0.29	0.52
	Vert %	39.56	35.58	17.31	32.17	25.05	25.04	14.37	19.03
	Index	100	90	44	81	63	63	36	48

RAB / GfK MRI AUTO PROFILE: BUICK

		Adults 18+	Own/Lease Buick Enclave	Own/Lease Buick LaCrosse	Own/Lease Buick Regal	Own/Lease Any Buick	Most recent vehicle bought/leased is Buick	Decision maker for any Buick bought/leased new	Would buy/lease new Buick if making decision today
			*	*	*			*	*
1 Child Under Age 18 Currently Living at Home	Unwgttd	7249	12	10	20	147	147	22	39
	Weighted (000)	38782	41	47	88	810	810	100	186
	Horz %	100.00	0.11	0.12	0.23	2.09	2.09	0.26	0.48
	Vert %	16.11	6.32	5.70	15.31	9.56	9.57	5.13	7.09
	Index	100	39	35	95	59	59	32	44
			*	*	*			*	*
2 Children Under Age 18 Currently Living at Home	Unwgttd	6875	22	6	12	127	126	19	31
	Weighted (000)	34084	102	32	50	799	797	125	168
	Horz %	100.00	0.30	0.09	0.15	2.34	2.34	0.37	0.49
	Vert %	14.16	15.66	3.87	8.78	9.44	9.42	6.45	6.39
	Index	100	111	27	62	67	67	46	45
			*	*	*			*	*
3 Children Under Age 18 Currently Living at Home	Unwgttd	2656	13	12	4	52	52	5	18
	Weighted (000)	14443	67	64	21	294	294	33	77
	Horz %	100.00	0.46	0.44	0.14	2.03	2.03	0.23	0.53
	Vert %	6.00	10.21	7.74	3.62	3.47	3.47	1.72	2.92
	Index	100	170	129	60	58	58	29	49
			*	*	*	*	*	*	*
4 Children Under Age 18 Currently Living at Home	Unwgttd	917	5	0	4	23	23	1	8
	Weighted (000)	5134	19	0	23	171	171	18	55
	Horz %	100.00	0.36	0.00	0.44	3.32	3.32	0.34	1.08
	Vert %	2.13	2.87	0.00	3.97	2.02	2.02	0.90	2.11
	Index	100	134	0	186	95	95	42	99
			*	*	*	*	*	*	*
5 or More Children Under Age 18 Currently Living at Home	Unwgttd	413	1	0	1	6	6	1	2
	Weighted (000)	2801	3	0	3	49	49	3	14
	Horz %	100.00	0.12	0.00	0.10	1.73	1.73	0.12	0.49
	Vert %	1.16	0.53	0.00	0.49	0.57	0.57	0.18	0.52
	Index	100	45	0	42	49	49	15	45
Own Home/Residence	Unwgttd	33144	116	157	93	1207	1206	380	418
	Weighted (000)	160200	579	676	392	6458	6454	1722	2210
	Horz %	100.00	0.36	0.42	0.24	4.03	4.03	1.07	1.38
	Vert %	66.53	88.72	82.20	68.24	76.24	76.24	88.68	84.18
	Index	100	133	124	103	115	115	133	127
			*	*	*			*	
Rent Home/Residence	Unwgttd	14554	13	23	30	321	320	45	79
	Weighted (000)	77579	73	128	182	1916	1914	211	383
	Horz %	100.00	0.09	0.17	0.24	2.47	2.47	0.27	0.49
	Vert %	32.22	11.17	15.63	31.76	22.62	22.61	10.87	14.59
	Index	100	35	49	99	70	70	34	45
			*	*	*	*	*	*	*
Live Rent-Free in Home/Residence	Unwgttd	575	1	2	0	15	15	1	5
	Weighted (000)	3001	1	18	0	97	97	9	32
	Horz %	100.00	0.02	0.59	0.00	3.22	3.22	0.29	1.08
	Vert %	1.25	0.11	2.17	0.00	1.14	1.14	0.44	1.23
	Index	100	9	174	0	91	92	36	99
			*	*	*			*	
Census Region: North East	Unwgttd	11292	15	49	26	290	290	97	103
	Weighted (000)	43596	69	135	58	1104	1104	315	383
	Horz %	100.00	0.16	0.31	0.13	2.53	2.53	0.72	0.88
	Vert %	18.11	10.52	16.38	10.17	13.03	13.04	16.21	14.59
	Index	100	58	90	56	72	72	90	81
			*	*	*			*	
Census Region: South	Unwgttd	16777	63	45	36	550	548	151	191
	Weighted (000)	90561	343	261	197	3426	3420	857	1120
	Horz %	100.00	0.38	0.29	0.22	3.78	3.78	0.95	1.24
	Vert %	37.61	52.56	31.76	34.24	40.45	40.41	44.14	42.67
	Index	100	140	84	91	108	107	117	113
			*	*	*			*	
Census Region: Midwest	Unwgttd	10348	41	61	43	536	536	136	166
	Weighted (000)	51575	191	286	194	2938	2938	566	895
	Horz %	100.00	0.37	0.55	0.38	5.70	5.70	1.10	1.74
	Vert %	21.42	29.26	34.77	33.77	34.68	34.70	29.16	34.11
	Index	100	137	162	158	162	162	136	159

RAB / GfK MRI AUTO PROFILE: BUICK

		Adults 18+	Own/Lease Buick Enclave	Own/Lease Buick LaCrosse	Own/Lease Buick Regal	Own/Lease Any Buick	Most recent vehicle bought/leased is Buick	Decision maker for any Buick bought/leased new	Would buy/lease new Buick if making decision today
			*	*	*			*	*
Census Region: West	Unwgted	9856	11	27	18	167	167	42	42
	Weighted (000)	55047	50	140	125	1003	1003	204	227
	Horz %	100.00	0.09	0.26	0.23	1.82	1.82	0.37	0.41
	Vert %	22.86	7.66	17.09	21.83	11.84	11.85	10.49	8.64
	Index	100	33	75	95	52	52	46	38
			*	*	*			*	*
Census Sub-Region: New England	Unwgted	2902	7	20	12	83	83	31	33
	Weighted (000)	11431	29	40	26	290	290	81	109
	Horz %	100.00	0.25	0.35	0.22	2.53	2.53	0.71	0.95
	Vert %	4.75	4.40	4.88	4.45	3.42	3.42	4.20	4.15
	Index	100	93	103	94	72	72	88	87
			*	*	*			*	*
Census Sub-Region: Mid Atlantic	Unwgted	8390	8	29	14	207	207	66	70
	Weighted (000)	32165	40	95	33	814	814	233	274
	Horz %	100.00	0.12	0.29	0.10	2.53	2.53	0.73	0.85
	Vert %	13.36	6.12	11.50	5.72	9.61	9.62	12.02	10.44
	Index	100	46	86	43	72	72	90	78
			*	*	*			*	*
Census Sub-Region: South Atlantic	Unwgted	9468	29	33	23	322	322	94	113
	Weighted (000)	46537	103	174	114	1676	1676	429	609
	Horz %	100.00	0.22	0.37	0.25	3.60	3.60	0.92	1.31
	Vert %	19.33	15.78	21.19	19.89	19.79	19.80	22.11	23.19
	Index	100	82	110	103	102	102	114	120
			*	*	*			*	*
Census Sub-Region: East South Central	Unwgted	1936	8	5	5	78	77	24	33
	Weighted (000)	14894	91	47	32	709	707	201	257
	Horz %	100.00	0.61	0.31	0.21	4.76	4.75	1.35	1.73
	Vert %	6.19	13.92	5.67	5.57	8.37	8.35	10.36	9.81
	Index	100	225	92	90	135	135	168	159
			*	*	*			*	*
Census Sub-Region: West South Central	Unwgted	5373	26	7	8	150	149	33	45
	Weighted (000)	29130	149	40	50	1041	1037	226	254
	Horz %	100.00	0.51	0.14	0.17	3.57	3.56	0.78	0.87
	Vert %	12.10	22.86	4.91	8.77	12.29	12.25	11.66	9.67
	Index	100	189	41	73	102	101	96	80
			*	*	*			*	*
Census Sub-Region: East North Central	Unwgted	7954	29	46	31	397	397	99	120
	Weighted (000)	35969	129	203	130	1956	1956	351	633
	Horz %	100.00	0.36	0.56	0.36	5.44	5.44	0.98	1.76
	Vert %	14.94	19.79	24.69	22.57	23.10	23.11	18.10	24.11
	Index	100	133	165	151	155	155	121	161
			*	*	*			*	*
Census Sub-Region: West North Central	Unwgted	2394	12	15	12	139	139	37	46
	Weighted (000)	15607	62	83	64	981	981	215	262
	Horz %	100.00	0.40	0.53	0.41	6.29	6.29	1.38	1.68
	Vert %	6.48	9.47	10.08	11.19	11.58	11.59	11.06	10.00
	Index	100	146	155	173	179	179	171	154
			*	*	*			*	*
Census Sub-Region: Mountain	Unwgted	2516	6	9	5	64	64	12	16
	Weighted (000)	17393	35	69	47	450	450	69	119
	Horz %	100.00	0.20	0.39	0.27	2.59	2.59	0.40	0.68
	Vert %	7.22	5.32	8.36	8.17	5.31	5.32	3.58	4.53
	Index	100	74	116	113	74	74	49	63
			*	*	*			*	*
Census Sub-Region: Pacific	Unwgted	7340	5	18	13	103	103	30	26
	Weighted (000)	37654	15	72	78	553	553	134	108
	Horz %	100.00	0.04	0.19	0.21	1.47	1.47	0.36	0.29
	Vert %	15.64	2.34	8.73	13.66	6.53	6.53	6.91	4.11
	Index	100	15	56	87	42	42	44	26
			*	*	*			*	*
County Size: A	Unwgted	26336	63	80	59	641	641	198	193
	Weighted (000)	101038	216	246	204	2459	2459	590	661
	Horz %	100.00	0.21	0.24	0.20	2.43	2.43	0.58	0.65
	Vert %	41.96	33.11	29.86	35.60	29.03	29.05	30.37	25.20
	Index	100	79	71	85	69	69	72	60

RAB / GfK MRI AUTO PROFILE: BUICK

		Adults 18+	Own/Lease Buick Enclave	Own/Lease Buick LaCrosse	Own/Lease Buick Regal	Own/Lease Any Buick	Most recent vehicle bought/leased is Buick	Decision maker for any Buick bought/leased new	Would buy/lease new Buick if making decision today
			*	*	*				
County Size: B	Unwgted	11787	33	48	31	391	391	101	143
	Weighted (000)	70879	211	272	175	2489	2489	537	917
	Horz %	100.00	0.30	0.38	0.25	3.51	3.51	0.76	1.29
	Vert %	29.44	32.30	33.14	30.45	29.38	29.40	27.64	34.94
	Index	100	110	113	103	100	100	94	119
			*	*	*				
County Size: C/D	Unwgted	10150	34	54	33	511	509	127	166
	Weighted (000)	68862	226	304	195	3523	3517	815	1046
	Horz %	100.00	0.33	0.44	0.28	5.12	5.11	1.18	1.52
	Vert %	28.60	34.59	37.00	33.95	41.59	41.55	41.99	39.86
	Index	100	121	129	119	145	145	147	139
			*	*	*	*	*	*	*
Radio Formats: AAA (subset of Alternative) (Monday- Sunday 24-Hour Cume)	Unwgted	1208	4	6	2	34	34	9	8
	Weighted (000)	4881	16	24	4	154	154	25	37
	Horz %	100.00	0.33	0.49	0.08	3.15	3.15	0.52	0.77
	Vert %	2.03	2.48	2.92	0.68	1.82	1.82	1.30	1.43
	Index	100	122	144	33	90	90	64	70
			*	*	*	*	*	*	*
Radio Formats: Adult Contemporary (Monday- Sunday 24-Hour Cume)	Unwgted	8156	21	22	22	204	203	53	65
	Weighted (000)	39455	61	86	125	1000	998	210	356
	Horz %	100.00	0.15	0.22	0.32	2.54	2.53	0.53	0.90
	Vert %	16.39	9.37	10.49	21.71	11.81	11.79	10.82	13.56
	Index	100	57	64	133	72	72	66	83
			*	*	*	*	*	*	*
Radio Formats: Adult Hits (Monday-Sunday 24-Hour Cume)	Unwgted	1202	0	4	2	28	28	5	6
	Weighted (000)	6602	0	10	17	175	175	26	15
	Horz %	100.00	0.00	0.15	0.26	2.64	2.64	0.40	0.23
	Vert %	2.74	0.00	1.20	3.02	2.06	2.06	1.36	0.57
	Index	100	0	44	110	75	75	50	21
			*	*	*	*	*	*	*
Radio Formats: Adult Standards/Easy Listening (Monday-Sunday 24-Hour Cume)	Unwgted	287	1	1	0	12	12	4	3
	Weighted (000)	1442	11	2	0	77	77	29	40
	Horz %	100.00	0.78	0.12	0.00	5.32	5.32	2.01	2.76
	Vert %	0.60	1.74	0.21	0.00	0.91	0.91	1.50	1.52
	Index	100	290	34	0	151	151	250	253
			*	*	*	*	*	*	*
Radio Formats: All News (Monday-Sunday 24-Hour Cume)	Unwgted	2864	5	18	7	83	83	26	30
	Weighted (000)	8071	9	35	8	233	233	54	100
	Horz %	100.00	0.11	0.44	0.09	2.89	2.89	0.67	1.24
	Vert %	3.35	1.40	4.28	1.31	2.75	2.76	2.80	3.82
	Index	100	42	128	39	82	82	84	114
			*	*	*	*	*	*	*
Radio Formats: All Sports (Monday-Sunday 24-Hour Cume)	Unwgted	3437	16	15	9	106	106	30	25
	Weighted (000)	12832	73	63	24	419	419	104	111
	Horz %	100.00	0.57	0.49	0.19	3.26	3.26	0.81	0.86
	Vert %	5.33	11.23	7.70	4.26	4.94	4.95	5.36	4.22
	Index	100	211	145	80	93	93	101	79
			*	*	*	*	*	*	*
Radio Formats: All Talk (Monday-Sunday 24-Hour Cume)	Unwgted	884	4	4	4	33	33	11	8
	Weighted (000)	4021	16	6	10	198	198	42	27
	Horz %	100.00	0.40	0.15	0.25	4.93	4.93	1.04	0.67
	Vert %	1.67	2.49	0.75	1.77	2.34	2.34	2.16	1.02
	Index	100	149	45	106	140	140	129	61
			*	*	*	*	*	*	*
Radio Formats: Alternative (Monday-Sunday 24-Hour Cume)	Unwgted	3316	9	8	9	85	85	21	19
	Weighted (000)	15752	32	28	27	423	423	73	87
	Horz %	100.00	0.21	0.18	0.17	2.68	2.68	0.47	0.55
	Vert %	6.54	4.95	3.36	4.78	4.99	5.00	3.78	3.33
	Index	100	76	51	73	76	76	58	51
			*	*	*	*	*	*	*
Radio Formats: CHR/Top 40 (Monday-Sunday 24-Hour Cume)	Unwgted	8653	22	10	19	186	186	39	43
	Weighted (000)	45814	120	54	70	1220	1220	186	232
	Horz %	100.00	0.26	0.12	0.15	2.66	2.66	0.41	0.51
	Vert %	19.03	18.41	6.52	12.13	14.40	14.41	9.58	8.84
	Index	100	97	34	64	76	76	50	46

RAB / GfK MRI AUTO PROFILE: BUICK

		Adults 18+	Own/Lease Buick Enclave	Own/Lease Buick LaCrosse	Own/Lease Buick Regal	Own/Lease Any Buick	Most recent vehicle bought/leased is Buick	Decision maker for any Buick bought/leased new	Would buy/lease new Buick if making decision today
			*	*	*			*	*
Radio Formats: Classic Hits (Monday-Sunday 24-Hour Cume)	Unwgttd	2973	10	9	8	96	96	25	25
	Weighted (000)	14188	46	28	46	456	456	89	123
	Horz %	100.00	0.33	0.20	0.33	3.21	3.21	0.63	0.86
	Vert %	5.89	7.10	3.40	8.08	5.38	5.38	4.58	4.67
	Index	100	121	58	137	91	91	78	79
			*	*	*			*	*
Radio Formats: Classic Rock (Monday-Sunday 24-Hour Cume)	Unwgttd	3601	11	8	14	122	122	30	31
	Weighted (000)	18087	47	34	69	700	700	144	134
	Horz %	100.00	0.26	0.19	0.38	3.87	3.87	0.79	0.74
	Vert %	7.51	7.24	4.08	12.09	8.26	8.27	7.39	5.10
	Index	100	96	54	161	110	110	98	68
			*	*	*			*	*
Radio Formats: Classical (Monday-Sunday 24-Hour Cume)	Unwgttd	1383	5	5	2	44	44	12	17
	Weighted (000)	5415	11	13	5	198	198	36	73
	Horz %	100.00	0.20	0.23	0.10	3.66	3.66	0.67	1.34
	Vert %	2.25	1.67	1.52	0.92	2.34	2.34	1.87	2.76
	Index	100	74	68	41	104	104	83	123
			*	*	*			*	*
Radio Formats: Country (Monday-Sunday 24-Hour Cume)	Unwgttd	8065	36	26	22	267	266	76	82
	Weighted (000)	46392	224	141	115	1721	1717	445	529
	Horz %	100.00	0.48	0.30	0.25	3.71	3.70	0.96	1.14
	Vert %	19.27	34.35	17.11	20.06	20.32	20.29	22.92	20.15
	Index	100	178	89	104	105	105	119	105
			*	*	*	*	*	*	*
Radio Formats: Ethnic (Monday-Sunday 24-Hour Cume)	Unwgttd	289	1	1	0	4	4	1	1
	Weighted (000)	1180	1	2	0	25	25	1	1
	Horz %	100.00	0.06	0.14	0.00	2.11	2.11	0.06	0.06
	Vert %	0.49	0.11	0.21	0.00	0.29	0.29	0.04	0.03
	Index	100	22	42	0	60	60	7	5
			*	*	*	*	*	*	*
Radio Formats: Gospel (Monday-Sunday 24-Hour Cume)	Unwgttd	730	0	3	0	24	24	6	14
	Weighted (000)	4011	0	16	0	173	173	19	95
	Horz %	100.00	0.00	0.39	0.00	4.31	4.31	0.47	2.37
	Vert %	1.67	0.00	1.91	0.00	2.04	2.04	0.97	3.61
	Index	100	0	115	0	122	122	58	217
			*	*	*	*	*	*	*
Radio Formats: Hispanic (All Genres) (Monday-Sunday 24- Hour Cume)	Unwgttd	2429	1	4	0	24	24	2	10
	Weighted (000)	15349	2	15	0	170	170	9	60
	Horz %	100.00	0.01	0.10	0.00	1.11	1.11	0.06	0.39
	Vert %	6.37	0.24	1.85	0.00	2.01	2.01	0.46	2.30
	Index	100	4	29	0	32	32	7	36
			*	*	*	*	*	*	*
Radio Formats: Hot AC (Subset of "Adult Contemporary") (Monday- Sunday 24-Hour Cume)	Unwgttd	3507	9	5	10	78	78	15	28
	Weighted (000)	16479	22	13	38	378	378	62	163
	Horz %	100.00	0.13	0.08	0.23	2.29	2.29	0.37	0.99
	Vert %	6.84	3.37	1.60	6.58	4.46	4.46	3.18	6.19
	Index	100	49	23	96	65	65	46	90
			*	*	*	*	*	*	*
Radio Formats: Jazz (Monday- Sunday 24-Hour Cume)	Unwgttd	702	0	1	3	20	20	8	10
	Weighted (000)	2542	0	1	10	51	51	27	18
	Horz %	100.00	0.00	0.03	0.38	2.02	2.02	1.07	0.70
	Vert %	1.06	0.00	0.10	1.69	0.61	0.61	1.40	0.67
	Index	100	0	10	161	57	57	133	64
			*	*	*	*	*	*	*
Radio Formats: Mexican/Tejano/Ranchera (Subset of "Hispanic") (Monday-Sunday 24-Hour Cume)	Unwgttd	991	0	0	0	9	9	1	7
	Weighted (000)	6494	0	0	0	74	74	8	36
	Horz %	100.00	0.00	0.00	0.00	1.14	1.14	0.13	0.55
	Vert %	2.70	0.00	0.00	0.00	0.88	0.88	0.43	1.35
	Index	100	0	0	0	33	33	16	50
			*	*	*			*	*
Radio Formats: News/Talk (Monday-Sunday 24-Hour Cume)	Unwgttd	5900	26	46	17	230	230	80	64
	Weighted (000)	23011	78	172	41	975	975	291	265
	Horz %	100.00	0.34	0.75	0.18	4.24	4.24	1.27	1.15
	Vert %	9.56	11.98	20.89	7.14	11.51	11.52	15.01	10.08
	Index	100	125	219	75	120	121	157	106

RAB / GfK MRI AUTO PROFILE: BUICK

		Adults 18+	Own/Lease Buick Enclave	Own/Lease Buick LaCrosse	Own/Lease Buick Regal	Own/Lease Any Buick	Most recent vehicle bought/leased is Buick	Decision maker for any Buick bought/leased new	Would buy/lease new Buick if making decision today
			*	*	*	*	*	*	*
Radio Formats: Oldies (Monday-Sunday 24-Hour Cume)	Unwgted	1671	3	7	3	47	47	13	17
	Weighted (000)	8714	22	56	23	311	311	91	139
	Horz %	100.00	0.26	0.64	0.27	3.57	3.57	1.04	1.59
	Vert %	3.62	3.41	6.81	4.03	3.67	3.68	4.68	5.28
	Index	100	94	188	111	101	102	129	146
Radio Formats: Public Radio/Non-Commercial (Monday-Sunday 24-Hour Cume)	Unwgted	2634	6	6	2	60	60	22	27
	Weighted (000)	10681	36	26	4	230	230	70	109
	Horz %	100.00	0.34	0.24	0.04	2.15	2.15	0.65	1.02
	Vert %	4.44	5.56	3.13	0.78	2.72	2.72	3.60	4.17
	Index	100	125	70	18	61	61	81	94
Radio Formats: Religion/Christian (Monday- Sunday 24-Hour Cume)	Unwgted	3953	19	17	11	128	128	32	57
	Weighted (000)	20069	67	89	56	722	722	168	294
	Horz %	100.00	0.33	0.44	0.28	3.60	3.60	0.84	1.47
	Vert %	8.34	10.22	10.86	9.69	8.53	8.53	8.66	11.21
	Index	100	123	130	116	102	102	104	135
Radio Formats: Rhythmic (Monday-Sunday 24-Hour Cume)	Unwgted	2820	5	2	4	40	40	8	8
	Weighted (000)	14985	18	15	11	297	297	43	32
	Horz %	100.00	0.12	0.10	0.08	1.98	1.98	0.29	0.21
	Vert %	6.22	2.78	1.85	1.97	3.50	3.51	2.23	1.21
	Index	100	45	30	32	56	56	36	19
Radio Formats: Rock (Monday- Sunday 24-Hour Cume)	Unwgted	3771	6	6	7	89	89	21	18
	Weighted (000)	18525	31	20	26	487	487	49	66
	Horz %	100.00	0.17	0.11	0.14	2.63	2.63	0.26	0.36
	Vert %	7.69	4.72	2.44	4.55	5.75	5.75	2.53	2.52
	Index	100	61	32	59	75	75	33	33
Radio Formats: Soft Adult Contemporary/Lite Rock (Monday-Sunday 24-Hour Cume)	Unwgted	1166	3	1	3	23	23	3	7
	Weighted (000)	6001	18	7	24	158	158	21	38
	Horz %	100.00	0.30	0.11	0.40	2.64	2.64	0.35	0.63
	Vert %	2.49	2.74	0.80	4.17	1.87	1.87	1.09	1.44
	Index	100	110	32	167	75	75	44	58
Radio Formats: Spanish AC (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)	Unwgted	791	0	1	0	7	7	0	5
	Weighted (000)	4990	0	12	0	42	42	0	33
	Horz %	100.00	0.00	0.23	0.00	0.84	0.84	0.00	0.65
	Vert %	2.07	0.00	1.41	0.00	0.49	0.49	0.00	1.24
	Index	100	0	68	0	24	24	0	60
Radio Formats: Tropical (Subset of Hispanic) (Monday- Sunday 24-Hour Cume)	Unwgted	315	1	0	0	1	1	0	0
	Weighted (000)	1793	2	0	0	2	2	0	0
	Horz %	100.00	0.09	0.00	0.00	0.09	0.09	0.00	0.00
	Vert %	0.74	0.24	0.00	0.00	0.02	0.02	0.00	0.00
	Index	100	33	0	0	3	3	0	0
Radio Formats: Urban (All Genres) (Monday-Sunday 24- Hour Cume)	Unwgted	5190	7	13	13	122	121	23	44
	Weighted (000)	26664	11	87	66	718	716	125	262
	Horz %	100.00	0.04	0.32	0.25	2.69	2.68	0.47	0.98
	Vert %	11.07	1.68	10.53	11.53	8.47	8.45	6.46	10.00
	Index	100	15	95	104	76	76	58	90
Radio Formats: Urban AC (Subset of Urban) (Monday- Sunday 24-Hour Cume)	Unwgted	2379	4	4	5	59	58	16	27
	Weighted (000)	11083	6	25	35	296	294	66	132
	Horz %	100.00	0.05	0.23	0.32	2.67	2.65	0.59	1.19
	Vert %	4.60	0.88	3.09	6.16	3.49	3.47	3.38	5.01
	Index	100	19	67	134	76	75	73	109
Radio Formats: Urban Contemporary (Subset of Urban) (Monday-Sunday 24- Hour Cume)	Unwgted	1939	4	4	6	39	39	3	13
	Weighted (000)	11362	8	27	28	228	228	17	87
	Horz %	100.00	0.07	0.24	0.25	2.00	2.00	0.15	0.77
	Vert %	4.72	1.16	3.33	4.86	2.69	2.69	0.87	3.33
	Index	100	25	71	103	57	57	18	71

RAB / GfK MRI AUTO PROFILE: BUICK

		Adults 18+	Own/Lease Buick Enclave	Own/Lease Buick LaCrosse	Own/Lease Buick Regal	Own/Lease Any Buick	Most recent vehicle bought/leased is Buick	Decision maker for any Buick bought/leased new	Would buy/lease new Buick if making decision today
			*	*	*	*	*	*	*
Radio Formats: Variety/Other (Monday-Sunday 24-Hour Cume)	Unwgted	1269	1	2	1	26	26	4	7
	Weighted (000)	7051	4	22	5	168	168	18	44
	Horz %	100.00	0.05	0.32	0.07	2.39	2.39	0.25	0.63
	Vert %	2.93	0.55	2.71	0.80	1.99	1.99	0.91	1.69
	Index	100	19	92	27	68	68	31	58
Radio Daypart Cumes: Total Week Monday-Sunday 24 Hours	Unwgted	40314	118	151	106	1214	1213	338	396
	Weighted (000)	198598	551	658	481	6513	6511	1469	2030
	Horz %	100.00	0.28	0.33	0.24	3.28	3.28	0.74	1.02
	Vert %	82.48	84.52	80.04	83.69	76.89	76.92	75.67	77.32
	Index	100	102	97	101	93	93	92	94
Radio Daypart Cumes: Weekday 6:00 am - 10:00 am	Unwgted	24949	75	88	59	708	708	190	218
	Weighted (000)	119900	344	371	258	3784	3784	793	1182
	Horz %	100.00	0.29	0.31	0.22	3.16	3.16	0.66	0.99
	Vert %	49.80	52.71	45.08	44.90	44.68	44.71	40.83	45.03
	Index	100	106	91	90	90	90	82	90
Radio Daypart Cumes: Weekday 10:00 am - 3:00 pm	Unwgted	18085	62	80	44	587	587	176	211
	Weighted (000)	89896	308	359	206	3227	3227	736	1089
	Horz %	100.00	0.34	0.40	0.23	3.59	3.59	0.82	1.21
	Vert %	37.34	47.27	43.68	35.82	38.10	38.12	37.92	41.50
	Index	100	127	117	96	102	102	102	111
Radio Daypart Cumes: Weekday 3:00 pm - 7:00 pm	Unwgted	21647	63	65	58	581	581	158	174
	Weighted (000)	104254	297	300	264	3077	3077	651	866
	Horz %	100.00	0.29	0.29	0.25	2.95	2.95	0.62	0.83
	Vert %	43.30	45.58	36.53	46.03	36.32	36.35	33.53	32.99
	Index	100	105	84	106	84	84	77	76
Radio Daypart Cumes: Weekday 7:00 pm - Midnight	Unwgted	7445	21	24	16	206	206	64	62
	Weighted (000)	38037	99	136	74	1006	1006	273	287
	Horz %	100.00	0.26	0.36	0.20	2.64	2.64	0.72	0.76
	Vert %	15.80	15.12	16.57	12.95	11.87	11.88	14.07	10.94
	Index	100	96	105	82	75	75	89	69
Radio Daypart Cumes: Weekday Midnight - 6:00 am	Unwgted	2311	8	6	4	59	58	23	18
	Weighted (000)	11829	47	48	24	385	383	163	107
	Horz %	100.00	0.40	0.41	0.20	3.26	3.24	1.38	0.90
	Vert %	4.91	7.18	5.83	4.13	4.55	4.53	8.39	4.07
	Index	100	146	119	84	93	92	171	83
Radio Daypart Cumes: Weekend 6:00 am - 10:00 am	Unwgted	15558	45	72	32	484	484	130	151
	Weighted (000)	75340	216	341	163	2580	2580	595	766
	Horz %	100.00	0.29	0.45	0.22	3.42	3.42	0.79	1.02
	Vert %	31.29	33.19	41.45	28.32	30.46	30.48	30.66	29.19
	Index	100	106	132	91	97	97	98	93
Radio Daypart Cumes: Weekend 10:00 am - 3:00 pm	Unwgted	21529	75	87	53	641	641	201	198
	Weighted (000)	103236	345	405	240	3363	3363	890	968
	Horz %	100.00	0.33	0.39	0.23	3.26	3.26	0.86	0.94
	Vert %	42.88	52.94	49.26	41.82	39.70	39.73	45.85	36.87
	Index	100	123	115	98	93	93	107	86
Radio Daypart Cumes: Weekend 3:00 pm - 7:00 pm	Unwgted	16365	52	48	38	439	438	121	142
	Weighted (000)	81300	224	258	205	2358	2356	517	682
	Horz %	100.00	0.28	0.32	0.25	2.90	2.90	0.64	0.84
	Vert %	33.77	34.30	31.37	35.66	27.84	27.84	26.62	25.98
	Index	100	102	93	106	82	82	79	77
Radio Daypart Cumes: Weekend 7:00 pm - Midnight	Unwgted	7820	22	23	18	218	218	54	67
	Weighted (000)	39381	85	112	84	1158	1158	215	293
	Horz %	100.00	0.22	0.28	0.21	2.94	2.94	0.55	0.74
	Vert %	16.36	13.10	13.63	14.63	13.67	13.68	11.09	11.16
	Index	100	80	83	89	84	84	68	68

RAB / GfK MRI AUTO PROFILE: BUICK

		Adults 18+	Own/Lease Buick Enclave	Own/Lease Buick LaCrosse	Own/Lease Buick Regal	Own/Lease Any Buick	Most recent vehicle bought/leased is Buick	Decision maker for any Buick bought/leased new	Would buy/lease new Buick if making decision today
			*	*	*			*	*
Radio Daypart Cumes: Weekend Midnight - 6:00 am	Unwgttd	1948	6	5	4	55	55	12	18
	Weighted (000)	9954	22	42	34	401	401	82	95
	Horz %	100.00	0.22	0.42	0.34	4.03	4.03	0.82	0.95
	Vert %	4.13	3.36	5.09	5.91	4.73	4.74	4.21	3.61
	Index	100	81	123	143	115	115	102	87
			*	*	*			*	*
Where Listen to Radio on Typical Weekday: Home	Unwgttd	12806	27	57	22	424	423	131	149
	Weighted (000)	62580	95	289	116	2262	2260	605	721
	Horz %	100.00	0.15	0.46	0.19	3.61	3.61	0.97	1.15
	Vert %	25.99	14.62	35.15	20.27	26.70	26.69	31.14	27.47
	Index	100	56	135	78	103	103	120	106
			*	*	*			*	*
Where Listen to Radio on Typical Weekday: Car	Unwgttd	37001	123	146	100	1173	1171	338	381
	Weighted (000)	181109	603	620	438	6326	6320	1462	2027
	Horz %	100.00	0.33	0.34	0.24	3.49	3.49	0.81	1.12
	Vert %	75.22	92.50	75.44	76.29	74.68	74.67	75.29	77.22
	Index	100	123	100	101	99	99	100	103
			*	*	*	*	*	*	*
Where Listen to Radio on Typical Weekday: Work	Unwgttd	5690	18	14	12	129	129	31	43
	Weighted (000)	29668	99	90	64	917	917	229	258
	Horz %	100.00	0.33	0.30	0.22	3.09	3.09	0.77	0.87
	Vert %	12.32	15.11	10.93	11.11	10.83	10.84	11.77	9.84
	Index	100	123	89	90	88	88	96	80
			*	*	*	*	*	*	*
Where Listen to Radio on Typical Weekday: Place Other Than Home, Car, Work	Unwgttd	1158	0	3	1	21	21	4	11
	Weighted (000)	6331	0	11	9	145	145	38	46
	Horz %	100.00	0.00	0.17	0.14	2.29	2.29	0.60	0.72
	Vert %	2.63	0.00	1.28	1.56	1.71	1.71	1.94	1.75
	Index	100	0	49	59	65	65	74	66
			*	*	*	*	*	*	*
Where Listen to Radio on Typical Weekend: Home	Unwgttd	14791	32	63	33	471	471	142	163
	Weighted (000)	72174	105	318	152	2518	2518	650	792
	Horz %	100.00	0.15	0.44	0.21	3.49	3.49	0.90	1.10
	Vert %	29.97	16.13	38.67	26.47	29.73	29.75	33.45	30.17
	Index	100	54	129	88	99	99	112	101
			*	*	*	*	*	*	*
Where Listen to Radio on Typical Weekend: Car	Unwgttd	33975	111	139	88	1073	1071	306	350
	Weighted (000)	166202	548	588	398	5865	5859	1306	1862
	Horz %	100.00	0.33	0.35	0.24	3.53	3.53	0.79	1.12
	Vert %	69.03	84.03	71.50	69.23	69.24	69.22	67.26	70.93
	Index	100	122	104	100	100	100	97	103
			*	*	*	*	*	*	*
Where Listen to Radio on Typical Weekend: Work	Unwgttd	2031	6	4	7	46	46	10	16
	Weighted (000)	11015	44	21	37	296	296	77	46
	Horz %	100.00	0.40	0.19	0.33	2.68	2.68	0.70	0.42
	Vert %	4.57	6.74	2.54	6.37	3.49	3.49	3.97	1.77
	Index	100	147	56	139	76	76	87	39
			*	*	*	*	*	*	*
Where Listen to Radio on Typical Weekend: Place Other Than Home, Car, Work	Unwgttd	1137	1	2	2	20	20	6	9
	Weighted (000)	6306	4	10	11	122	122	51	32
	Horz %	100.00	0.06	0.16	0.17	1.93	1.93	0.81	0.51
	Vert %	2.62	0.59	1.26	1.84	1.44	1.44	2.62	1.24
	Index	100	23	48	70	55	55	100	47
			*	*	*	*	*	*	*
Ever Listen to AM Radio (Terrestrial Radio)	Unwgttd	9226	37	58	27	351	351	113	107
	Weighted (000)	37690	155	209	73	1595	1595	403	538
	Horz %	100.00	0.41	0.55	0.19	4.23	4.23	1.07	1.43
	Vert %	15.65	23.70	25.39	12.78	18.84	18.85	20.74	20.49
	Index	100	151	162	82	120	120	132	131
			*	*	*	*	*	*	*
Ever Listen to FM Radio (Terrestrial Radio)	Unwgttd	36061	99	126	91	1070	1068	277	351
	Weighted (000)	181675	486	584	432	5972	5966	1254	1859
	Horz %	100.00	0.27	0.32	0.24	3.29	3.28	0.69	1.02
	Vert %	75.45	74.48	71.02	75.18	70.50	70.48	64.61	70.82
	Index	100	99	94	100	93	93	86	94

RAB / GfK MRI AUTO PROFILE: BUICK

		Adults 18+	Own/Lease Buick Enclave	Own/Lease Buick LaCrosse	Own/Lease Buick Regal	Own/Lease Any Buick	Most recent vehicle bought/leased is Buick	Decision maker for any Buick bought/leased new	Would buy/lease new Buick if making decision today
Ever Listen to Any Terrestrial Radio (AM/FM)	Unwgttd	39115	111	151	101	1211	1209	331	399
	Weighted (000)	193871	520	657	454	6594	6589	1440	2085
	Horz %	100.00	0.27	0.34	0.23	3.40	3.40	0.74	1.08
	Vert %	80.52	79.77	79.93	79.09	77.85	77.84	74.15	79.43
	Index	100	99	99	98	97	97	92	99
Ever Listen to Satellite Radio (SiriusXM)			*	*	*				
	Unwgttd	6485	42	44	27	238	238	86	95
	Weighted (000)	28450	188	192	85	1068	1068	336	427
	Horz %	100.00	0.66	0.67	0.30	3.75	3.75	1.18	1.50
	Vert %	11.82	28.90	23.33	14.86	12.61	12.62	17.31	16.25
Household Subscribes to Satellite (SiriusXM) Radio	Index	100	245	197	126	107	107	146	138
					*				
	Unwgttd	8939	53	53	28	303	303	112	107
	Weighted (000)	41160	259	233	81	1507	1507	457	559
	Horz %	100.00	0.63	0.57	0.20	3.66	3.66	1.11	1.36
Any Vehicle Currently Owned/Leased Has Satellite Radio	Vert %	17.09	39.67	28.40	14.06	17.79	17.80	23.52	21.30
	Index	100	232	166	82	104	104	138	125
					*				
	Unwgttd	14712	93	82	43	553	553	213	213
	Weighted (000)	71398	448	425	128	2849	2849	937	1064
Any Vehicle Currently Owned/Leased Has MP3 Player Connection	Horz %	100.00	0.63	0.60	0.18	3.99	3.99	1.31	1.49
	Vert %	29.65	68.71	51.70	22.34	33.64	33.66	48.26	40.53
	Index	100	232	174	75	113	114	163	137
			*	*	*				
	Unwgttd	12557	48	29	22	302	301	98	71
listened online to streaming AM/FM broadcast radio stations	Weighted (000)	62882	232	168	89	1769	1767	519	400
	Horz %	100.00	0.37	0.27	0.14	2.81	2.81	0.83	0.64
	Vert %	26.12	35.64	20.45	15.52	20.88	20.87	26.74	15.23
	Index	100	136	78	59	80	80	102	58
			*	*	*			*	
listened to Internet-only radio or other online music or audio services (eg. Pandora, Spotify, etc.)	Unwgttd	7450	23	27	22	187	187	41	51
	Weighted (000)	36486	99	94	90	971	971	160	295
	Horz %	100.00	0.27	0.26	0.25	2.66	2.66	0.44	0.81
	Vert %	15.15	15.23	11.44	15.68	11.46	11.47	8.21	11.23
	Index	100	101	76	103	76	76	54	74
Listened to Any Radio on the Internet/Online-Past Month			*	*	*			*	*
	Unwgttd	14104	35	29	32	325	324	78	85
	Weighted (000)	70596	152	149	129	1984	1981	384	457
	Horz %	100.00	0.22	0.21	0.18	2.81	2.81	0.54	0.65
	Vert %	29.32	23.36	18.10	22.50	23.42	23.41	19.80	17.39
Visited a radio station, radio program or radio personality's website	Index	100	80	62	77	80	80	68	59
			*	*	*			*	*
	Unwgttd	20341	59	44	48	463	463	109	119
	Weighted (000)	101859	288	232	238	2699	2699	565	623
	Horz %	100.00	0.28	0.23	0.23	2.65	2.65	0.55	0.61
Downloaded music - Past Month	Vert %	42.30	44.15	28.26	41.41	31.87	31.89	29.10	23.72
	Index	100	104	67	98	75	75	69	56
			*	*	*			*	*
	Unwgttd	3495	16	8	6	82	82	16	21
	Weighted (000)	16642	64	34	13	390	390	57	130
Downloaded music - Past Month	Horz %	100.00	0.39	0.20	0.08	2.34	2.34	0.34	0.78
	Vert %	6.91	9.87	4.13	2.32	4.60	4.60	2.94	4.96
	Index	100	143	60	34	67	67	43	72
			*	*	*			*	*
	Unwgttd	10131	28	18	26	225	225	51	57
Downloaded music - Past Month	Weighted (000)	53361	138	108	145	1450	1450	255	367
	Horz %	100.00	0.26	0.20	0.27	2.72	2.72	0.48	0.69
	Vert %	22.16	21.23	13.10	25.25	17.12	17.13	13.16	14.00
	Index	100	96	59	114	77	77	59	63

RAB / GfK MRI AUTO PROFILE: BUICK

		Adults 18+	Own/Lease Buick Enclave	Own/Lease Buick LaCrosse	Own/Lease Buick Regal	Own/Lease Any Buick	Most recent vehicle bought/leased is Buick	Decision maker for any Buick bought/leased new	Would buy/lease new Buick if making decision today
			*	*	*			*	*
Downloaded or listened to podcasts/podcasting - past month	Unwgttd	2692	10	1	11	62	62	15	8
	Weighted (000)	11952	41	5	26	288	288	35	56
	Horz %	100.00	0.34	0.04	0.22	2.41	2.41	0.30	0.47
	Vert %	4.96	6.21	0.59	4.49	3.40	3.40	1.83	2.14
	Index	100	125	12	91	69	69	37	43
			*	*	*			*	*
Listened to iHeartRadio/last 30 days (measured as website visited/last 30 days)	Unwgttd	3490	13	10	9	82	82	14	19
	Weighted (000)	17709	63	44	26	394	394	58	92
	Horz %	100.00	0.35	0.25	0.15	2.23	2.23	0.33	0.52
	Vert %	7.36	9.59	5.40	4.51	4.65	4.66	2.99	3.50
	Index	100	130	73	61	63	63	41	48
			*	*	*			*	*
Listened to iTunes/last 30 days (measured as website visited/last 30 days)	Unwgttd	7650	26	17	14	165	165	45	47
	Weighted (000)	36645	117	83	65	933	933	229	233
	Horz %	100.00	0.32	0.23	0.18	2.55	2.55	0.62	0.64
	Vert %	15.22	17.93	10.04	11.38	11.02	11.02	11.79	8.88
	Index	100	118	66	75	72	72	77	58
			*	*	*			*	*
Listened to Pandora/last 30 days (measured as website visited/last 30 days)	Unwgttd	13348	38	28	34	300	300	67	71
	Weighted (000)	68670	185	162	178	1798	1798	345	408
	Horz %	100.00	0.27	0.24	0.26	2.62	2.62	0.50	0.59
	Vert %	28.52	28.38	19.74	30.93	21.23	21.24	17.77	15.53
	Index	100	100	69	108	74	74	62	54
			*	*	*			*	*
Listened to Spotify/last 30 days (measured as website visited/last 30 days)	Unwgttd	4026	7	7	10	84	84	11	15
	Weighted (000)	21138	31	49	50	584	584	101	72
	Horz %	100.00	0.14	0.23	0.24	2.76	2.76	0.48	0.34
	Vert %	8.78	4.68	6.00	8.70	6.89	6.89	5.19	2.72
	Index	100	53	68	99	78	79	59	31
			*	*	*			*	*
Advertising on radio provides me with useful information about bargains. Agree strongly or Agree somewhat	Unwgttd	16441	47	64	43	502	502	155	171
	Weighted (000)	83247	225	306	199	2755	2755	708	899
	Horz %	100.00	0.27	0.37	0.24	3.31	3.31	0.85	1.08
	Vert %	34.57	34.44	37.24	34.57	32.52	32.54	36.48	34.25
	Index	100	100	108	100	94	94	106	99
			*	*	*			*	*
Advertising on radio provides me with meaningful information about the product use of other consumers. Agree strongly or Agree somewhat	Unwgttd	13568	32	59	33	409	409	135	146
	Weighted (000)	68583	165	303	157	2245	2245	640	729
	Horz %	100.00	0.24	0.44	0.23	3.27	3.27	0.93	1.06
	Vert %	28.48	25.29	36.92	27.27	26.51	26.53	32.98	27.75
	Index	100	89	130	96	93	93	116	97
			*	*	*			*	*
Advertising on radio provides me with useful information about new products and services. Agree strongly or Agree somewhat	Unwgttd	16787	45	73	45	504	503	163	171
	Weighted (000)	84735	223	402	227	2772	2770	744	898
	Horz %	100.00	0.26	0.47	0.27	3.27	3.27	0.88	1.06
	Vert %	35.19	34.25	48.90	39.48	32.72	32.72	38.32	34.20
	Index	100	97	139	112	93	93	109	97
			*	*	*			*	*
For me, advertising on radio is amusing. Agree strongly or Agree somewhat	Unwgttd	12871	27	47	31	383	382	101	115
	Weighted (000)	66195	122	265	143	2162	2160	509	644
	Horz %	100.00	0.18	0.40	0.22	3.27	3.26	0.77	0.97
	Vert %	27.49	18.65	32.18	24.91	25.53	25.52	26.21	24.52
	Index	100	68	117	91	93	93	95	89
			*	*	*			*	*
TV Dayparts: Total Week Prime Time Cume Audience	Unwgttd	38660	106	159	104	1304	1302	385	434
	Weighted (000)	189912	543	662	469	6978	6972	1686	2268
	Horz %	100.00	0.29	0.35	0.25	3.67	3.67	0.89	1.19
	Vert %	78.87	83.28	80.57	81.58	82.38	82.37	86.86	86.39
	Index	100	106	102	103	104	104	110	110
			*	*	*			*	*
TV Dayparts: Prime Time Weekdays Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgttd	30696	91	131	87	1051	1049	314	354
	Weighted (000)	149196	489	530	392	5572	5566	1384	1853
	Horz %	100.00	0.33	0.35	0.26	3.73	3.73	0.93	1.24
	Vert %	61.96	75.04	64.42	68.27	65.78	65.75	71.28	70.59
	Index	100	121	104	110	106	106	115	114

RAB / GfK MRI AUTO PROFILE: BUICK

		Adults 18+	Own/Lease Buick Enclave	Own/Lease Buick LaCrosse	Own/Lease Buick Regal	Own/Lease Any Buick	Most recent vehicle bought/leased is Buick	Decision maker for any Buick bought/leased new	Would buy/lease new Buick if making decision today
TV Dayparts: Prime Time Saturday Cume Audience: 8:00-11:00 pm (Eastern/Pacific), 7:00-10:00 pm (Central/Mountain)	Unwgttd	26491	70	110	71	906	904	275	312
	Weighted (000)	129997	369	491	338	4838	4832	1194	1686
	Horz %	100.00	0.28	0.38	0.26	3.72	3.72	0.92	1.30
	Vert %	53.99	56.61	59.70	58.94	57.12	57.09	61.50	64.22
	Index	100	105	111	109	106	106	114	119
TV Dayparts: Prime Time Sunday Cume Audience: 7:00-11:00 pm (Eastern/Pacific), 6:00-10:00 pm (Central/Mountain)	Unwgttd	30904	89	129	75	1076	1074	315	374
	Weighted (000)	150311	442	555	309	5737	5731	1373	1952
	Horz %	100.00	0.29	0.37	0.21	3.82	3.81	0.91	1.30
	Vert %	62.43	67.81	67.47	53.73	67.73	67.70	70.71	74.37
	Index	100	109	108	86	108	108	113	119
TV Dayparts: Weekdays Cume Audience: 9:00 am-4:00 pm (Eastern/Pacific) 9:00 am - 3:00 pm (Central/Mountain)	Unwgttd	13385	26	80	33	532	532	162	181
	Weighted (000)	71448	158	337	169	3134	3134	780	997
	Horz %	100.00	0.22	0.47	0.24	4.39	4.39	1.09	1.40
	Vert %	29.67	24.25	41.02	29.45	37.00	37.02	40.15	37.98
	Index	100	82	138	99	125	125	135	128
TV Dayparts: Weekdays Cume Audience: 4:00 pm-7:30 pm (Eastern/Pacific) 3:00 pm-6:30 pm (Central/Mountain)	Unwgttd	23966	64	115	67	912	911	278	318
	Weighted (000)	120410	369	445	337	5044	5040	1285	1660
	Horz %	100.00	0.31	0.37	0.28	4.19	4.19	1.07	1.38
	Vert %	50.01	56.63	54.11	58.65	59.55	59.54	66.16	63.24
	Index	100	113	108	117	119	119	132	126
TV Dayparts: Weekdays Cume Audience: 11:30 pm-1:00 am (Eastern/Pacific) 10:30 pm-Midnight (Central/Mountain)	Unwgttd	7819	24	26	17	269	269	70	87
	Weighted (000)	39930	139	100	66	1521	1521	273	458
	Horz %	100.00	0.35	0.25	0.16	3.81	3.81	0.68	1.15
	Vert %	16.58	21.26	12.22	11.45	17.96	17.97	14.06	17.46
	Index	100	128	74	69	108	108	85	105
TV Dayparts: Weekend Children's Shows Cume Audience: Saturday-Sunday Morning	Unwgttd	19776	51	101	49	682	682	202	223
	Weighted (000)	98663	276	435	228	3702	3702	892	1193
	Horz %	100.00	0.28	0.44	0.23	3.75	3.75	0.90	1.21
	Vert %	40.98	42.34	52.94	39.67	43.70	43.73	45.92	45.44
	Index	100	103	129	97	107	107	112	111
TV Dayparts: Weekend Sports Cume Audience: Saturday-Sunday Afternoon	Unwgttd	23713	65	99	60	816	816	252	270
	Weighted (000)	118404	275	419	242	4392	4392	1077	1394
	Horz %	100.00	0.23	0.35	0.20	3.71	3.71	0.91	1.18
	Vert %	49.18	42.19	50.97	42.16	51.84	51.88	55.47	53.10
	Index	100	86	104	86	105	105	113	108
Downloaded a TV Program - Past Month	Unwgttd	2546	9	6	7	59	59	15	10
	Weighted (000)	12316	43	31	16	358	358	57	78
	Horz %	100.00	0.35	0.25	0.13	2.90	2.90	0.47	0.63
	Vert %	5.11	6.66	3.77	2.75	4.22	4.23	2.95	2.97
	Index	100	130	74	54	83	83	58	58
Watched a TV Program Online - Past Month	Unwgttd	8662	24	19	17	216	216	51	58
	Weighted (000)	42288	120	103	52	1209	1209	245	287
	Horz %	100.00	0.28	0.24	0.12	2.86	2.86	0.58	0.68
	Vert %	17.56	18.41	12.48	9.05	14.27	14.28	12.61	10.91
	Index	100	105	71	52	81	81	72	62
Visited a TV Network or TV Show's Web Site - Past Month	Unwgttd	10361	37	31	28	255	254	72	81
	Weighted (000)	49642	172	202	100	1457	1454	325	389
	Horz %	100.00	0.35	0.41	0.20	2.93	2.93	0.65	0.78
	Vert %	20.62	26.35	24.54	17.49	17.20	17.18	16.74	14.82
	Index	100	128	119	85	83	83	81	72
Looked at TV Listings Online - Past Month	Unwgttd	5556	22	17	14	163	163	49	57
	Weighted (000)	25739	113	125	45	877	877	213	273
	Horz %	100.00	0.44	0.49	0.17	3.41	3.41	0.83	1.06
	Vert %	10.69	17.39	15.20	7.84	10.36	10.36	10.96	10.41
	Index	100	163	142	73	97	97	103	97

RAB / GfK MRI AUTO PROFILE: BUICK

		Adults 18+	Own/Lease Buick Enclave	Own/Lease Buick LaCrosse	Own/Lease Buick Regal	Own/Lease Any Buick	Most recent vehicle bought/leased is Buick	Decision maker for any Buick bought/leased new	Would buy/lease new Buick if making decision today
Household Subscribes to Cable TV	Unwgttd	22719	50	100	67	766	765	223	266
	Weighted (000)	108255	250	467	285	4175	4172	975	1479
	Horz %	100.00	0.23	0.43	0.26	3.86	3.85	0.90	1.37
	Vert %	44.96	38.37	56.83	49.56	49.29	49.28	50.23	56.34
	Index	100	85	126	110	110	110	112	125
Household Subscribes to Cable, Satellite or Fiber Optic TV	Unwgttd	39029	116	163	100	1301	1299	390	426
	Weighted (000)	191150	568	734	458	7053	7047	1774	2249
	Horz %	100.00	0.30	0.38	0.24	3.69	3.69	0.93	1.18
	Vert %	79.39	87.05	89.24	79.67	83.26	83.25	91.35	85.67
	Index	100	110	112	100	105	105	115	108
Viewed Any Cable TV (Including Pay) - Past Week	Unwgttd	37639	111	160	97	1266	1264	383	416
	Weighted (000)	184440	546	718	447	6859	6853	1733	2185
	Horz %	100.00	0.30	0.39	0.24	3.72	3.72	0.94	1.18
	Vert %	76.60	83.74	87.29	77.77	80.97	80.96	89.27	83.24
	Index	100	109	114	102	106	106	117	109
Heavy Cable TV Viewer (Including Pay) - Past Week	Unwgttd	27789	80	117	70	951	949	296	324
	Weighted (000)	137528	381	511	314	5147	5141	1294	1765
	Horz %	100.00	0.28	0.37	0.23	3.74	3.74	0.94	1.28
	Vert %	57.12	58.46	62.11	54.68	60.76	60.73	66.66	67.23
	Index	100	102	109	96	106	106	117	118
Viewed Any Premium Cable Channels - Past Month	Unwgttd	16374	50	66	35	463	463	148	131
	Weighted (000)	77280	194	272	152	2335	2335	645	627
	Horz %	100.00	0.25	0.35	0.20	3.02	3.02	0.83	0.81
	Vert %	32.10	29.76	33.11	26.49	27.57	27.59	33.22	23.90
	Index	100	93	103	83	86	86	104	74
Viewed Any Pay-Per-View Programs or Events - Past Year	Unwgttd	6244	18	18	14	144	144	42	36
	Weighted (000)	29338	74	53	45	695	695	141	195
	Horz %	100.00	0.25	0.18	0.15	2.37	2.37	0.48	0.66
	Vert %	12.18	11.32	6.45	7.81	8.20	8.21	7.28	7.43
	Index	100	93	53	64	67	67	60	61
Viewed Any Video-On- Demand Programs or Events - Past Year	Unwgttd	13643	40	42	38	355	354	106	111
	Weighted (000)	59903	161	176	118	1698	1694	358	503
	Horz %	100.00	0.27	0.29	0.20	2.83	2.83	0.60	0.84
	Vert %	24.88	24.76	21.42	20.54	20.04	20.01	18.43	19.15
	Index	100	100	86	83	81	80	74	77
Household Has a Satellite Dish	Unwgttd	10901	48	43	19	387	387	120	121
	Weighted (000)	62972	253	220	129	2367	2367	673	621
	Horz %	100.00	0.40	0.35	0.21	3.76	3.76	1.07	0.99
	Vert %	26.15	38.73	26.78	22.52	27.94	27.96	34.67	23.65
	Index	100	148	102	86	107	107	133	90
Household Has a Digital Video Recorder (DVR)	Unwgttd	24213	91	101	61	751	751	227	225
	Weighted (000)	117400	459	437	286	3995	3995	1009	1183
	Horz %	100.00	0.39	0.37	0.24	3.40	3.40	0.86	1.01
	Vert %	48.76	70.46	53.10	49.72	47.17	47.20	51.97	45.05
	Index	100	145	109	102	97	97	107	92
Any Internet/Online Activity - Past Month	Unwgttd	41735	124	140	107	1236	1234	333	373
	Weighted (000)	203627	610	652	475	6671	6665	1447	1882
	Horz %	100.00	0.30	0.32	0.23	3.28	3.27	0.71	0.92
	Vert %	84.57	93.46	79.34	82.76	78.75	78.74	74.55	71.68
	Index	100	111	94	98	93	93	88	85
Played Games Online - Past Month	Unwgttd	13858	45	55	31	435	434	114	135
	Weighted (000)	73582	260	297	124	2581	2579	570	715
	Horz %	100.00	0.35	0.40	0.17	3.51	3.50	0.78	0.97
	Vert %	30.56	39.81	36.11	21.61	30.47	30.46	29.38	27.22
	Index	100	130	118	71	100	100	96	89

RAB / GfK MRI AUTO PROFILE: BUICK

		Adults 18+	Own/Lease Buick Enclave	Own/Lease Buick LaCrosse	Own/Lease Buick Regal	Own/Lease Any Buick	Most recent vehicle bought/leased is Buick	Decision maker for any Buick bought/leased new	Would buy/lease new Buick if making decision today
			*	*	*			*	*
Downloaded a Video Game - Past Month	Unwgttd	5181	14	12	14	126	125	21	32
	Weighted (000)	29277	80	98	68	921	919	118	216
	Horz %	100.00	0.27	0.33	0.23	3.14	3.14	0.40	0.74
	Vert %	12.16	12.32	11.89	11.85	10.87	10.85	6.07	8.24
	Index	100	101	98	97	89	89	50	68
			*	*	*			*	*
Downloaded a Movie - Past Month	Unwgttd	4298	18	13	6	92	92	31	21
	Weighted (000)	21411	74	52	18	573	573	116	133
	Horz %	100.00	0.35	0.24	0.08	2.68	2.68	0.54	0.62
	Vert %	8.89	11.37	6.31	3.16	6.76	6.77	5.95	5.05
	Index	100	128	71	36	76	76	67	57
			*	*	*			*	*
Watched a Movie Online - Past Month	Unwgttd	10210	31	24	23	234	233	49	63
	Weighted (000)	51231	150	115	78	1392	1390	179	342
	Horz %	100.00	0.29	0.22	0.15	2.72	2.71	0.35	0.67
	Vert %	21.28	23.01	13.94	13.50	16.43	16.42	9.20	13.02
	Index	100	108	66	63	77	77	43	61
			*	*	*			*	*
Watched Online Video (Not Movie, TV) - Past Month	Unwgttd	8994	27	21	20	206	205	47	72
	Weighted (000)	44949	100	124	75	1173	1171	193	341
	Horz %	100.00	0.22	0.28	0.17	2.61	2.60	0.43	0.76
	Vert %	18.67	15.32	15.10	12.99	13.85	13.83	9.93	13.00
	Index	100	82	81	70	74	74	53	70
			*	*	*	*	*	*	*
Visited a Chat Room - Past Month	Unwgttd	2241	7	7	4	44	44	8	10
	Weighted (000)	11411	30	40	26	267	267	24	68
	Horz %	100.00	0.26	0.35	0.23	2.34	2.34	0.21	0.60
	Vert %	4.74	4.63	4.88	4.57	3.15	3.15	1.25	2.60
	Index	100	98	103	96	67	67	26	55
Used e-Mail - Past Month	Unwgttd	36995	118	129	99	1101	1099	306	331
	Weighted (000)	174261	542	584	420	5590	5585	1278	1576
	Horz %	100.00	0.31	0.33	0.24	3.21	3.20	0.73	0.90
	Vert %	72.37	83.18	71.00	73.10	66.00	65.97	65.83	60.03
	Index	100	115	98	101	91	91	91	83
Used Instant Messenger/IM Online - Past Month	Unwgttd	26705	81	74	69	723	722	168	197
	Weighted (000)	135807	411	374	305	4103	4101	796	1081
	Horz %	100.00	0.30	0.28	0.22	3.02	3.02	0.59	0.80
	Vert %	56.40	62.96	45.44	53.12	48.43	48.44	41.00	41.19
	Index	100	112	81	94	86	86	73	73
			*	*	*	*	*	*	*
Visited Online Blogs - Past Month	Unwgttd	6524	25	9	15	154	154	31	55
	Weighted (000)	31710	95	34	74	888	888	118	309
	Horz %	100.00	0.30	0.11	0.23	2.80	2.80	0.37	0.98
	Vert %	13.17	14.53	4.14	12.81	10.48	10.49	6.06	11.79
	Index	100	110	31	97	80	80	46	89
			*	*	*	*	*	*	*
Wrote an Online Blog - Past Month	Unwgttd	1311	3	3	5	30	30	5	9
	Weighted (000)	6536	17	34	14	233	233	71	43
	Horz %	100.00	0.26	0.52	0.22	3.57	3.57	1.09	0.66
	Vert %	2.71	2.61	4.12	2.48	2.75	2.75	3.67	1.65
	Index	100	96	152	91	101	101	135	61
			*	*	*	*	*	*	*
Uploaded or Added Video to a Web Site - Past Month	Unwgttd	3852	17	5	7	85	85	16	24
	Weighted (000)	19478	65	44	37	572	572	93	153
	Horz %	100.00	0.33	0.23	0.19	2.94	2.94	0.48	0.79
	Vert %	8.09	9.98	5.38	6.41	6.76	6.76	4.78	5.84
	Index	100	123	67	79	84	84	59	72
Accessed Any Social/Networking/Photo/Vide o Web Site - Past Month	Unwgttd	35665	105	103	92	975	974	248	280
	Weighted (000)	177442	507	498	404	5444	5442	1150	1454
	Horz %	100.00	0.29	0.28	0.23	3.07	3.07	0.65	0.82
	Vert %	73.69	77.68	60.61	70.42	64.27	64.29	59.22	55.37
	Index	100	105	82	96	87	87	80	75

RAB / GfK MRI AUTO PROFILE: BUICK

		Adults 18+	Own/Lease Buick Enclave	Own/Lease Buick LaCrosse	Own/Lease Buick Regal	Own/Lease Any Buick	Most recent vehicle bought/leased is Buick	Decision maker for any Buick bought/leased new	Would buy/lease new Buick if making decision today
Accessed Facebook.com - Past Month	Unwgttd	28781	92	79	78	804	803	185	225
	Weighted (000)	145748	448	430	352	4553	4551	882	1213
	Horz %	100.00	0.31	0.29	0.24	3.12	3.12	0.60	0.83
	Vert %	60.53	68.73	52.29	61.35	53.75	53.76	45.41	46.20
	Index	100	114	86	101	89	89	75	76
Accessed Foursquare - Past Month			*	*	*	*	*	*	*
	Unwgttd	326	1	0	0	4	4	2	1
	Weighted (000)	1536	5	0	0	26	26	9	5
	Horz %	100.00	0.36	0.00	0.00	1.71	1.71	0.60	0.36
	Vert %	0.64	0.84	0.00	0.00	0.31	0.31	0.47	0.21
Index	100	131	0	0	49	49	74	33	
Accessed Google+ (Google Plus) - Past Month			*	*	*				
	Unwgttd	8327	24	33	18	225	225	57	56
	Weighted (000)	41531	129	199	73	1364	1364	275	350
	Horz %	100.00	0.31	0.48	0.18	3.28	3.28	0.66	0.84
	Vert %	17.25	19.73	24.22	12.69	16.10	16.11	14.14	13.33
Index	100	114	140	74	93	93	82	77	
Accessed LinkedIn.com - Past Month			*	*	*				
	Unwgttd	7880	34	23	20	168	168	60	52
	Weighted (000)	30933	149	103	69	705	705	233	240
	Horz %	100.00	0.48	0.33	0.22	2.28	2.28	0.75	0.78
	Vert %	12.85	22.85	12.49	11.98	8.33	8.33	11.97	9.14
Index	100	178	97	93	65	65	93	71	
Accessed Pinterest - Past Month			*	*	*				
	Unwgttd	8547	32	25	18	225	225	56	77
	Weighted (000)	45015	153	120	87	1377	1377	312	451
	Horz %	100.00	0.34	0.27	0.19	3.06	3.06	0.69	1.00
	Vert %	18.70	23.41	14.64	15.19	16.26	16.27	16.07	17.18
Index	100	125	78	81	87	87	86	92	
Accessed Tumblr - Past Month			*	*	*	*	*	*	*
	Unwgttd	1746	3	4	2	31	31	5	6
	Weighted (000)	9399	9	17	7	225	225	9	35
	Horz %	100.00	0.10	0.18	0.08	2.40	2.40	0.10	0.37
	Vert %	3.90	1.43	2.10	1.26	2.66	2.66	0.48	1.33
Index	100	37	54	32	68	68	12	34	
Accessed Twitter.com - Past Month			*	*	*			*	*
	Unwgttd	6090	20	14	14	134	134	24	34
	Weighted (000)	30973	102	84	56	932	932	137	165
	Horz %	100.00	0.33	0.27	0.18	3.01	3.01	0.44	0.53
	Vert %	12.86	15.69	10.16	9.69	11.01	11.01	7.04	6.29
Index	100	122	79	75	86	86	55	49	
Accessed Yelp - Past Month			*	*	*			*	*
	Unwgttd	3922	9	8	8	68	68	15	13
	Weighted (000)	15511	29	39	29	302	302	56	63
	Horz %	100.00	0.19	0.25	0.18	1.95	1.95	0.36	0.41
	Vert %	6.44	4.51	4.76	4.99	3.57	3.57	2.88	2.39
Index	100	70	74	77	55	55	45	37	
Accessed YouTube.com - Past Month									
	Unwgttd	24628	66	62	64	605	604	144	187
	Weighted (000)	123561	358	330	259	3551	3549	695	995
	Horz %	100.00	0.29	0.27	0.21	2.87	2.87	0.56	0.81
	Vert %	51.32	54.97	40.08	45.18	41.92	41.92	35.77	37.92
Index	100	107	78	88	82	82	70	74	
Posted "Like" on Social Network - Past Month				*	*				
	Unwgttd	18263	60	44	45	478	478	103	150
	Weighted (000)	93304	287	264	209	2798	2798	524	873
	Horz %	100.00	0.31	0.28	0.22	3.00	3.00	0.56	0.94
	Vert %	38.75	44.05	32.13	36.46	33.03	33.05	26.98	33.26
Index	100	114	83	94	85	85	70	86	
"Followed" or Became a "Fan" or Something or Someone on Social Network - Past Month			*	*	*			*	*
	Unwgttd	9077	26	17	17	205	205	40	63
	Weighted (000)	47933	111	92	51	1200	1200	158	311
	Horz %	100.00	0.23	0.19	0.11	2.50	2.50	0.33	0.65
	Vert %	19.91	17.01	11.14	8.88	14.17	14.17	8.16	11.84
Index	100	85	56	45	71	71	41	59	

RAB / GfK MRI AUTO PROFILE: BUICK

		Adults 18+	Own/Lease Buick Enclave	Own/Lease Buick LaCrosse	Own/Lease Buick Regal	Own/Lease Any Buick	Most recent vehicle bought/leased is Buick	Decision maker for any Buick bought/leased new	Would buy/lease new Buick if making decision today
			*	*	*			*	
Clicked on an Advertisement on Social Network - Past Month	Unwgttd	6212	19	13	14	170	170	37	50
	Weighted (000)	29666	97	48	45	822	822	128	223
	Horz %	100.00	0.33	0.16	0.15	2.77	2.77	0.43	0.75
	Vert %	12.32	14.82	5.89	7.90	9.70	9.70	6.57	8.48
	Index	100	120	48	64	79	79	53	69
Watched a Video on Social Network - Past Month	Unwgttd	22534	60	48	57	550	549	129	165
	Weighted (000)	114114	314	247	232	3232	3230	630	848
	Horz %	100.00	0.27	0.22	0.20	2.83	2.83	0.55	0.74
	Vert %	47.39	48.10	30.02	40.40	38.16	38.16	32.46	32.31
	Index	100	101	63	85	81	81	68	68
Sent or Received Text Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	38445	115	105	97	1024	1023	248	288
	Weighted (000)	190804	537	510	463	5797	5795	1175	1444
	Horz %	100.00	0.28	0.27	0.24	3.04	3.04	0.62	0.76
	Vert %	79.24	82.27	62.06	80.64	68.44	68.46	60.53	55.00
	Index	100	104	78	102	86	86	76	69
Sent or Received Instant Messages on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	18075	57	48	37	416	416	93	105
	Weighted (000)	90847	244	285	170	2434	2434	453	506
	Horz %	100.00	0.27	0.31	0.19	2.68	2.68	0.50	0.56
	Vert %	37.73	37.38	34.71	29.54	28.73	28.75	23.31	19.27
	Index	100	99	92	78	76	76	62	51
Recorded a Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	17311	50	35	41	385	385	81	95
	Weighted (000)	87270	259	170	203	2351	2351	421	456
	Horz %	100.00	0.30	0.19	0.23	2.69	2.69	0.48	0.52
	Vert %	36.24	39.73	20.62	35.40	27.76	27.78	21.69	17.38
	Index	100	110	57	98	77	77	60	48
Played Music on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	22282	61	48	52	495	494	107	122
	Weighted (000)	113761	252	260	242	3024	3022	571	655
	Horz %	100.00	0.22	0.23	0.21	2.66	2.66	0.50	0.58
	Vert %	47.25	38.60	31.66	42.21	35.70	35.70	29.43	24.95
	Index	100	82	67	89	76	76	62	53
Played a Game on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	15000	46	36	31	369	368	78	99
	Weighted (000)	79489	243	218	137	2316	2314	463	534
	Horz %	100.00	0.31	0.27	0.17	2.91	2.91	0.58	0.67
	Vert %	33.01	37.25	26.47	23.86	27.34	27.33	23.86	20.34
	Index	100	113	80	72	83	83	72	62
Watched a Movie, TV Program or Other Video on Cellular Phone/Mobile/Smartphone - Past Month	Unwgttd	9852	25	16	20	195	194	35	43
	Weighted (000)	51013	146	100	96	1333	1331	219	228
	Horz %	100.00	0.29	0.20	0.19	2.61	2.61	0.43	0.45
	Vert %	21.19	22.46	12.20	16.75	15.74	15.72	11.29	8.68
	Index	100	106	58	79	74	74	53	41
Used a Mobile "App" - Past Month	Unwgttd	23794	69	61	52	565	565	137	137
	Weighted (000)	116054	324	318	213	3196	3196	644	710
	Horz %	100.00	0.28	0.27	0.18	2.75	2.75	0.56	0.61
	Vert %	48.20	49.70	38.65	37.10	37.74	37.76	33.19	27.03
	Index	100	103	80	77	78	78	69	56
Read Any Daily Newspaper (Print/Paper/Hard Copy)	Unwgttd	11920	47	80	42	563	563	188	204
	Weighted (000)	53679	203	357	215	2808	2808	795	1015
	Horz %	100.00	0.38	0.66	0.40	5.23	5.23	1.48	1.89
	Vert %	22.29	31.19	43.40	37.48	33.15	33.18	40.95	38.66
	Index	100	140	195	168	149	149	184	173

RAB / GfK MRI AUTO PROFILE: BUICK

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						*			
Read Any Sunday Newspaper (Print/Paper/Hard Copy)	Unwgttd	15332	59	90	49	673	672	219	253
	Weighted (000)	70866	270	379	204	3374	3370	918	1220
	Horz %	100.00	0.38	0.53	0.29	4.76	4.76	1.29	1.72
	Vert %	29.43	41.42	46.09	35.55	39.83	39.82	47.26	46.45
	Index	100	141	157	121	135	135	161	158
Read or Looked Into Any Electronic Version of a Newspaper, Including Web Site - Past Month	Unwgttd	18436	55	53	57	513	511	143	149
	Weighted (000)	84280	238	243	221	2510	2504	596	656
	Horz %	100.00	0.28	0.29	0.26	2.98	2.97	0.71	0.78
	Vert %	35.00	36.43	29.53	38.46	29.63	29.58	30.69	24.97
	Index	100	104	84	110	85	85	88	71
Read Classified Advertising in Weekday Newspaper	Unwgttd	3903	12	26	10	185	185	49	58
	Weighted (000)	21071	71	138	43	1097	1097	236	321
	Horz %	100.00	0.34	0.66	0.20	5.21	5.21	1.12	1.52
	Vert %	8.75	10.93	16.82	7.46	12.95	12.96	12.14	12.23
	Index	100	125	192	85	148	148	139	140
Read Classified Advertising in Sunda/Weekend Newspaper	Unwgttd	4115	15	20	17	190	189	52	60
	Weighted (000)	21628	88	113	92	1171	1168	298	315
	Horz %	100.00	0.41	0.52	0.43	5.42	5.40	1.38	1.46
	Vert %	8.98	13.47	13.69	16.05	13.83	13.79	15.37	11.99
	Index	100	150	152	179	154	154	171	133
Read Advertisements in Weekday Newspaper	Unwgttd	4150	16	37	10	213	213	59	89
	Weighted (000)	19673	54	183	38	1020	1020	215	452
	Horz %	100.00	0.27	0.93	0.19	5.18	5.18	1.10	2.30
	Vert %	8.17	8.29	22.25	6.67	12.04	12.04	11.10	17.23
	Index	100	101	272	82	147	147	136	211
Read Advertisements in Sunday/Weekend Newspaper	Unwgttd	5230	25	34	14	235	234	64	95
	Weighted (000)	24675	100	168	69	1135	1131	224	481
	Horz %	100.00	0.40	0.68	0.28	4.60	4.58	0.91	1.95
	Vert %	10.25	15.32	20.39	11.96	13.40	13.36	11.52	18.31
	Index	100	150	199	117	131	130	112	179
Read Circulars/Inserts/Fliers in Weekday Newspaper	Unwgttd	5482	25	47	14	320	320	107	141
	Weighted (000)	25536	134	192	62	1645	1645	459	790
	Horz %	100.00	0.52	0.75	0.24	6.44	6.44	1.80	3.10
	Vert %	10.61	20.51	23.40	10.83	19.42	19.44	23.62	30.11
	Index	100	193	221	102	183	183	223	284
Read Circulars/Inserts/Fliers in Sunday/Weekend Newspaper	Unwgttd	8125	47	57	26	420	419	134	167
	Weighted (000)	36955	244	230	105	2040	2036	532	830
	Horz %	100.00	0.66	0.62	0.28	5.52	5.51	1.44	2.24
	Vert %	15.35	37.39	28.02	18.32	24.08	24.06	27.41	31.60
	Index	100	244	183	119	157	157	179	206
Received and/or Clipped Coupons from Weekday Newspaper - Past Year	Unwgttd	4605	21	34	7	250	250	85	112
	Weighted (000)	22586	77	135	32	1301	1301	397	601
	Horz %	100.00	0.34	0.60	0.14	5.76	5.76	1.76	2.66
	Vert %	9.38	11.84	16.43	5.58	15.35	15.37	20.43	22.89
	Index	100	126	175	59	164	164	218	244
Received and/or Clipped Coupons from Sunday/Weekend Newspaper - Past Year	Unwgttd	10890	34	64	34	486	486	158	200
	Weighted (000)	52963	198	262	155	2534	2534	714	1009
	Horz %	100.00	0.37	0.50	0.29	4.78	4.78	1.35	1.90
	Vert %	22.00	30.35	31.91	26.93	29.91	29.93	36.79	38.42
	Index	100	138	145	122	136	136	167	175
Personally Referred to Paper Yellow Pages - Past Week	Unwgttd	3183	7	30	7	181	181	53	79
	Weighted (000)	15401	28	129	43	973	973	240	390
	Horz %	100.00	0.18	0.84	0.28	6.32	6.32	1.56	2.53
	Vert %	6.40	4.28	15.66	7.42	11.49	11.50	12.35	14.85
	Index	100	67	245	116	180	180	193	232

RAB / GfK MRI AUTO PROFILE: BUICK

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			*	*	*			*	*
Personally Referred to Internet Yellow Pages - Past Week	Unwgttd	2624	10	7	7	98	98	32	27
	Weighted (000)	13074	43	55	33	607	607	189	140
	Horz %	100.00	0.33	0.42	0.26	4.64	4.64	1.44	1.07
	Vert %	5.43	6.64	6.67	5.82	7.17	7.17	9.71	5.35
	Index	100	122	123	107	132	132	179	98
			*	*	*			*	*
Personally Referred to Paper or Internet Yellow Pages - Past Week	Unwgttd	5381	16	36	13	260	260	79	101
	Weighted (000)	26513	65	164	75	1443	1443	375	514
	Horz %	100.00	0.24	0.62	0.28	5.44	5.44	1.41	1.94
	Vert %	11.01	9.95	20.00	13.01	17.04	17.05	19.32	19.60
	Index	100	90	182	118	155	155	175	178
			*	*	*			*	*
Accessed Yellowpages.com (YP.com) - Past Month	Unwgttd	2490	9	10	9	93	93	25	30
	Weighted (000)	12079	52	60	43	465	465	123	127
	Horz %	100.00	0.43	0.49	0.35	3.85	3.85	1.02	1.05
	Vert %	5.02	7.99	7.25	7.46	5.50	5.50	6.32	4.84
	Index	100	159	144	149	110	110	126	97
			*	*	*			*	*
Have Seen Video Ads in Grocery Stores - Past Month	Unwgttd	8982	19	29	18	243	243	67	92
	Weighted (000)	46737	67	137	63	1350	1350	262	520
	Horz %	100.00	0.14	0.29	0.13	2.89	2.89	0.56	1.11
	Vert %	19.41	10.27	16.71	10.90	15.93	15.94	13.49	19.79
	Index	100	53	86	56	82	82	69	102
			*	*	*			*	*
Have Seen Video Ads in Drug Stores - Past Month	Unwgttd	5976	10	19	13	167	167	39	61
	Weighted (000)	31131	26	80	62	962	962	172	312
	Horz %	100.00	0.08	0.26	0.20	3.09	3.09	0.55	1.00
	Vert %	12.93	3.96	9.77	10.76	11.36	11.37	8.87	11.87
	Index	100	31	76	83	88	88	69	92
			*	*	*			*	*
Have Seen Video Ads in Convenience Stores - Past Month	Unwgttd	5902	10	10	10	136	136	29	52
	Weighted (000)	31417	25	47	60	817	817	122	306
	Horz %	100.00	0.08	0.15	0.19	2.60	2.60	0.39	0.97
	Vert %	13.05	3.83	5.74	10.52	9.64	9.65	6.28	11.65
	Index	100	29	44	81	74	74	48	89
			*	*	*			*	*
Have Seen Video Ads in Large Discount/Department Stores - Past Month	Unwgttd	6287	21	25	16	202	202	52	81
	Weighted (000)	33490	64	134	58	1031	1031	209	411
	Horz %	100.00	0.19	0.40	0.17	3.08	3.08	0.62	1.23
	Vert %	13.91	9.79	16.28	10.13	12.17	12.18	10.75	15.67
	Index	100	70	117	73	88	88	77	113
			*	*	*			*	*
Have Seen Video Ads in Warehouse/Club Stores - Past Month	Unwgttd	5223	18	19	6	153	153	49	56
	Weighted (000)	26008	58	82	18	786	786	208	287
	Horz %	100.00	0.22	0.32	0.07	3.02	3.02	0.80	1.10
	Vert %	10.80	8.84	10.02	3.14	9.28	9.28	10.72	10.93
	Index	100	82	93	29	86	86	99	101
			*	*	*			*	*
Have Seen Video Ads in Other Stores - Past Month	Unwgttd	4855	5	16	6	117	117	31	42
	Weighted (000)	25254	14	77	30	688	688	116	271
	Horz %	100.00	0.06	0.30	0.12	2.72	2.72	0.46	1.07
	Vert %	10.49	2.22	9.36	5.28	8.12	8.13	6.00	10.33
	Index	100	21	89	50	77	77	57	98
			*	*	*			*	*
Have Seen Video Ads in Shopping Malls - Past Month	Unwgttd	6785	18	19	16	171	171	42	58
	Weighted (000)	34124	47	92	70	851	851	150	292
	Horz %	100.00	0.14	0.27	0.21	2.49	2.49	0.44	0.85
	Vert %	14.17	7.20	11.20	12.20	10.04	10.05	7.74	11.11
	Index	100	51	79	86	71	71	55	78
			*	*	*			*	*
Have Seen Video Ads in Bars/Pubs - Past Month	Unwgttd	4286	8	9	9	114	114	30	34
	Weighted (000)	21507	56	31	44	623	623	137	178
	Horz %	100.00	0.26	0.14	0.20	2.90	2.90	0.64	0.83
	Vert %	8.93	8.61	3.71	7.60	7.35	7.36	7.04	6.79
	Index	100	96	42	85	82	82	79	76

RAB / GfK MRI AUTO PROFILE: BUICK

		Adults 18+	Own/Lease Buick Enclave	Own/Lease Buick LaCrosse	Own/Lease Buick Regal	Own/Lease Any Buick	Most recent vehicle bought/leased is Buick	Decision maker for any Buick bought/leased new	Would buy/lease new Buick if making decision today
			*	*	*			*	*
Have Seen Video Ads in Fast-Food or Family Restaurants - Past Month	Unwgttd	6264	13	19	9	174	174	49	63
	Weighted (000)	33395	54	106	29	985	985	208	384
	Horz %	100.00	0.16	0.32	0.09	2.95	2.95	0.62	1.15
	Vert %	13.87	8.29	12.90	5.01	11.62	11.63	10.72	14.63
	Index	100	60	93	36	84	84	77	105
			*	*	*			*	*
Have Seen Video Ads in Coffee Shops, Cafes or Delis - Past Month	Unwgttd	4657	9	15	11	128	128	33	41
	Weighted (000)	23645	23	53	65	707	707	139	215
	Horz %	100.00	0.10	0.22	0.27	2.99	2.99	0.59	0.91
	Vert %	9.82	3.49	6.43	11.25	8.35	8.35	7.17	8.20
	Index	100	36	65	115	85	85	73	84
			*	*	*			*	*
Have Seen Video Ads in Gym/Health Clubs - Past Month	Unwgttd	3958	4	6	9	92	92	22	29
	Weighted (000)	19616	17	17	53	570	570	113	172
	Horz %	100.00	0.09	0.09	0.27	2.91	2.91	0.57	0.87
	Vert %	8.15	2.57	2.11	9.26	6.73	6.73	5.80	6.53
	Index	100	32	26	114	83	83	71	80
			*	*	*			*	*
Have Seen Video Ads in Medical Offices - Past Month	Unwgttd	5541	7	20	14	167	167	53	67
	Weighted (000)	27802	34	77	71	940	940	245	367
	Horz %	100.00	0.12	0.28	0.26	3.38	3.38	0.88	1.32
	Vert %	11.55	5.22	9.39	12.39	11.10	11.10	12.64	13.98
	Index	100	45	81	107	96	96	109	121
			*	*	*			*	*
Have Seen Video Ads in Airports - Past Month	Unwgttd	4033	12	8	8	91	91	29	32
	Weighted (000)	18664	31	27	27	466	466	97	157
	Horz %	100.00	0.17	0.14	0.14	2.50	2.50	0.52	0.84
	Vert %	7.75	4.74	3.26	4.69	5.50	5.50	5.01	5.98
	Index	100	61	42	60	71	71	65	77
			*	*	*			*	*
Have Seen Video Ads at Gas Stations - Past Month	Unwgttd	8262	19	28	19	220	220	63	77
	Weighted (000)	40582	90	116	91	1184	1184	290	369
	Horz %	100.00	0.22	0.28	0.22	2.92	2.92	0.71	0.91
	Vert %	16.85	13.75	14.07	15.78	13.98	13.99	14.92	14.04
	Index	100	82	83	94	83	83	89	83
			*	*	*			*	*
Have Seen Video Ads in Office Building Lobbies - Past Month	Unwgttd	3589	6	9	10	88	88	21	30
	Weighted (000)	18074	27	40	33	552	552	101	168
	Horz %	100.00	0.15	0.22	0.18	3.05	3.05	0.56	0.93
	Vert %	7.51	4.20	4.89	5.67	6.52	6.52	5.20	6.38
	Index	100	56	65	76	87	87	69	85
			*	*	*			*	*
Have Seen Video Ads in Office Building Elevators - Past Month	Unwgttd	3463	4	7	9	85	85	20	26
	Weighted (000)	16741	15	30	35	404	404	75	140
	Horz %	100.00	0.09	0.18	0.21	2.42	2.42	0.45	0.84
	Vert %	6.95	2.29	3.67	6.10	4.77	4.78	3.89	5.33
	Index	100	33	53	88	69	69	56	77
			*	*	*			*	*
Have Seen Video Ads in Movie Theater Lobbies - Past Month	Unwgttd	5006	9	13	8	116	116	39	36
	Weighted (000)	25416	22	39	29	626	626	163	163
	Horz %	100.00	0.09	0.15	0.11	2.46	2.46	0.64	0.64
	Vert %	10.56	3.40	4.76	5.07	7.39	7.40	8.39	6.21
	Index	100	32	45	48	70	70	79	59
			*	*	*			*	*
Have Seen Ads on Billboards - Past Month	Unwgttd	24747	73	104	66	822	821	235	297
	Weighted (000)	122681	358	481	297	4447	4444	979	1568
	Horz %	100.00	0.29	0.39	0.24	3.63	3.62	0.80	1.28
	Vert %	50.95	54.92	58.54	51.66	52.50	52.50	50.42	59.72
	Index	100	108	115	101	103	103	99	117
			*	*	*			*	*
Have Seen Ads on Buses/Trains - Past Month	Unwgttd	11300	20	40	22	291	291	83	102
	Weighted (000)	52460	95	151	133	1497	1497	306	515
	Horz %	100.00	0.18	0.29	0.25	2.85	2.85	0.58	0.98
	Vert %	21.79	14.52	18.41	23.22	17.67	17.68	15.75	19.62
	Index	100	67	84	107	81	81	72	90

RAB / GfK MRI AUTO PROFILE: BUICK

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			*	*	*			*	
Have Seen Ads at Bus Stops or Train Stations - Past Month	Unwgttd	7513	10	27	16	183	183	49	59
	Weighted (000)	33802	39	97	66	909	909	213	280
	Horz %	100.00	0.12	0.29	0.20	2.69	2.69	0.63	0.83
	Vert %	14.04	5.98	11.83	11.51	10.73	10.73	10.99	10.66
	Index	100	43	84	82	76	76	78	76
			*	*	*			*	*
Have Seen Ads Inside Taxis - Past Month	Unwgttd	3860	6	8	9	76	76	20	22
	Weighted (000)	17253	22	29	21	428	428	116	108
	Horz %	100.00	0.13	0.17	0.12	2.48	2.48	0.67	0.63
	Vert %	7.17	3.31	3.54	3.71	5.06	5.06	5.98	4.13
	Index	100	46	49	52	71	71	83	58
			*	*	*			*	*
Have Seen Ads on Top of Taxis - Past Month	Unwgttd	6144	12	24	17	149	149	46	56
	Weighted (000)	27714	48	96	62	701	701	192	221
	Horz %	100.00	0.17	0.35	0.22	2.53	2.53	0.69	0.80
	Vert %	11.51	7.32	11.65	10.76	8.28	8.28	9.87	8.41
	Index	100	64	101	94	72	72	86	73
			*	*	*			*	*
Have Seen Ads on Phone Booths - Past Month	Unwgttd	2895	1	10	7	70	70	18	18
	Weighted (000)	14322	4	29	30	360	360	114	84
	Horz %	100.00	0.02	0.20	0.21	2.52	2.52	0.79	0.58
	Vert %	5.95	0.55	3.53	5.14	4.26	4.26	5.85	3.19
	Index	100	9	59	86	72	72	98	54
			*	*	*			*	*
Have Seen Ads at Sports or Entertainment Events - Past Month	Unwgttd	7781	16	34	20	236	236	68	62
	Weighted (000)	38266	69	166	75	1495	1495	338	332
	Horz %	100.00	0.18	0.43	0.20	3.91	3.91	0.88	0.87
	Vert %	15.89	10.59	20.22	13.12	17.65	17.67	17.43	12.64
	Index	100	67	127	83	111	111	110	80
			*	*	*			*	*
Have Seen Ads on Postcards - Past Month	Unwgttd	5833	18	25	21	203	203	64	69
	Weighted (000)	27321	59	119	81	1097	1097	292	344
	Horz %	100.00	0.22	0.43	0.30	4.01	4.01	1.07	1.26
	Vert %	11.35	9.07	14.43	14.06	12.95	12.96	15.05	13.09
	Index	100	80	127	124	114	114	133	115
			*	*	*			*	*
Have Seen Ads Sent to a Cellphone or Other Mobile Device - Past Month	Unwgttd	12452	38	44	27	344	344	107	132
	Weighted (000)	62134	150	259	119	1980	1980	511	705
	Horz %	100.00	0.24	0.42	0.19	3.19	3.19	0.82	1.14
	Vert %	25.81	23.04	31.46	20.77	23.37	23.39	26.31	26.87
	Index	100	89	122	80	91	91	102	104
			*	*	*			*	*
Have Seen Ads on Posters at Movie Theaters - Past Month	Unwgttd	8769	23	28	18	230	229	70	91
	Weighted (000)	43591	72	120	80	1207	1204	310	480
	Horz %	100.00	0.16	0.28	0.18	2.77	2.76	0.71	1.10
	Vert %	18.10	11.01	14.64	13.93	14.25	14.22	15.95	18.27
	Index	100	61	81	77	79	79	88	101
			*	*	*			*	*
Have Seen Ads Shown On- Screen Before Start of a Movie - Past Month	Unwgttd	11245	28	39	27	322	322	97	118
	Weighted (000)	55588	109	167	120	1721	1721	420	586
	Horz %	100.00	0.20	0.30	0.22	3.10	3.10	0.76	1.05
	Vert %	23.09	16.74	20.26	20.86	20.32	20.33	21.62	22.32
	Index	100	73	88	90	88	88	94	97
			*	*	*			*	*
Have Seen Ads in Stores (Not Video Ads) - Past Month	Unwgttd	15945	49	63	46	531	531	152	208
	Weighted (000)	79810	205	285	175	2769	2769	605	1058
	Horz %	100.00	0.26	0.36	0.22	3.47	3.47	0.76	1.33
	Vert %	33.15	31.47	34.68	30.41	32.68	32.71	31.18	40.29
	Index	100	95	105	92	99	99	94	122
			*	*	*			*	*
Have Seen Ads in Shopping Malls (Not Video Ads) - Past Month	Unwgttd	11680	31	43	32	357	357	102	131
	Weighted (000)	57496	111	165	134	1838	1838	382	694
	Horz %	100.00	0.19	0.29	0.23	3.20	3.20	0.66	1.21
	Vert %	23.88	17.01	20.02	23.41	21.70	21.72	19.66	26.45
	Index	100	71	84	98	91	91	82	111

RAB / GfK MRI AUTO PROFILE: BUICK

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			*	*	*				
Have Seen Infomercials - Past Month	Unwgttd	9980	31	35	29	328	328	94	113
	Weighted (000)	49971	144	155	132	1728	1728	385	599
	Horz %	100.00	0.29	0.31	0.26	3.46	3.46	0.77	1.20
	Vert %	20.75	22.08	18.86	23.05	20.39	20.41	19.81	22.82
	Index	100	106	91	111	98	98	95	110
Have Seen Offers or Ads Sent to Home by Mail - Past Month	Unwgttd	20473	66	90	57	709	709	209	282
	Weighted (000)	99869	291	422	257	3697	3697	860	1440
	Horz %	100.00	0.29	0.42	0.26	3.70	3.70	0.86	1.44
	Vert %	41.48	44.59	51.35	44.67	43.64	43.67	44.27	54.85
	Index	100	108	124	108	105	105	107	132
Have Seen Product Placement in Video Games - Past Month			*	*	*			*	*
	Unwgttd	4438	7	10	11	123	123	35	32
	Weighted (000)	24118	19	48	57	724	724	159	156
	Horz %	100.00	0.08	0.20	0.24	3.00	3.00	0.66	0.65
	Vert %	10.02	2.86	5.89	9.98	8.55	8.55	8.16	5.96
Have Seen Product Placement in TV Shows - Past Month	Unwgttd	18649	56	63	52	619	619	188	218
	Weighted (000)	91632	254	271	236	3351	3351	820	1080
	Horz %	100.00	0.28	0.30	0.26	3.66	3.66	0.89	1.18
	Vert %	38.06	39.01	33.02	41.05	39.56	39.59	42.22	41.15
	Index	100	103	87	108	104	104	111	108
Have Seen Product Placement in Movies - Past Month			*	*	*				
	Unwgttd	11567	34	29	27	308	308	96	100
	Weighted (000)	58165	144	128	132	1849	1849	433	527
	Horz %	100.00	0.25	0.22	0.23	3.18	3.18	0.74	0.91
	Vert %	24.16	22.09	15.55	23.00	21.82	21.84	22.29	20.09
Index	100	91	64	95	90	90	92	83	